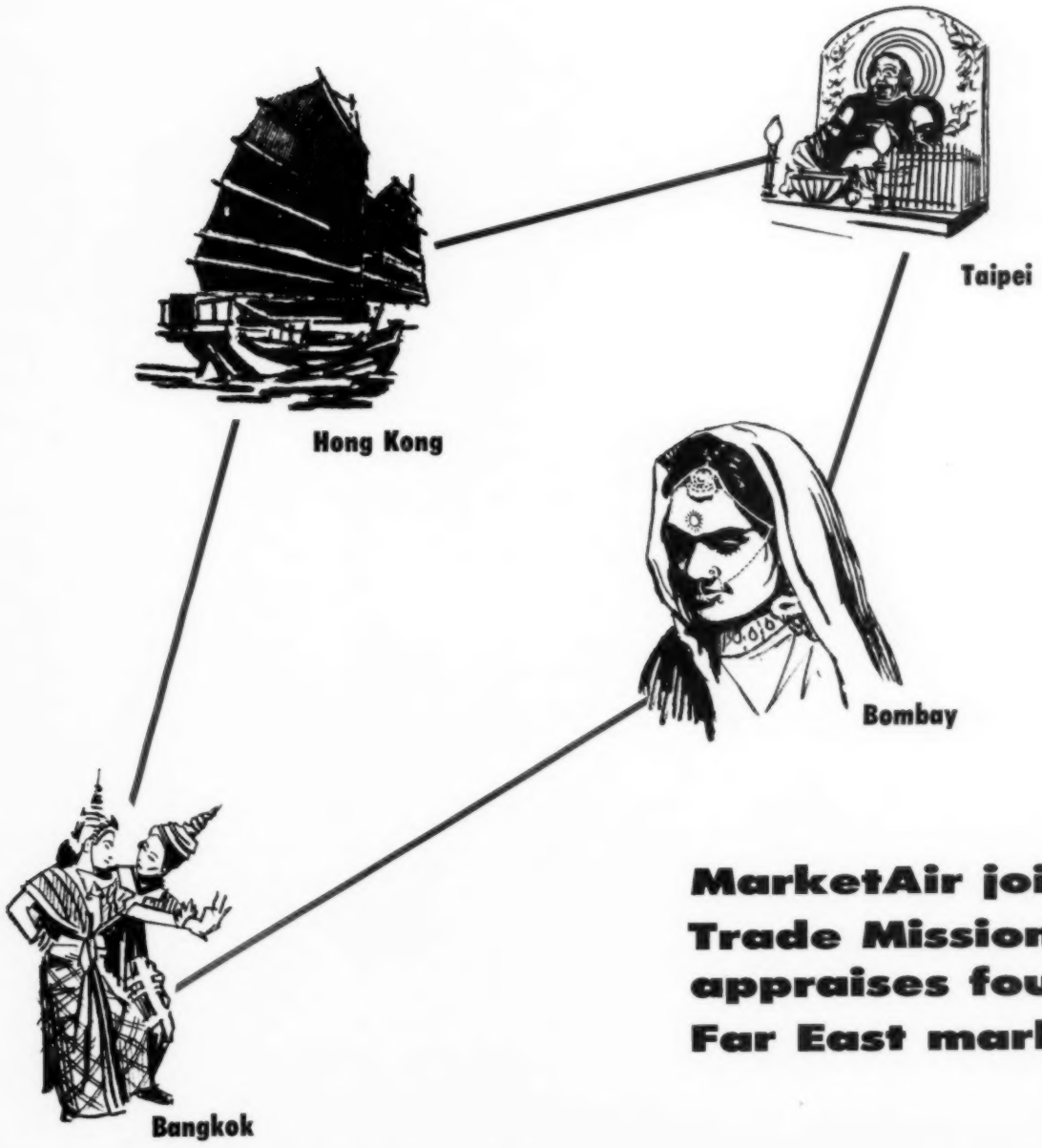
A UNITED STATES DEPARTMENT OF COMMERCE PUBLICATION

International Commerce

November 3, 1969



MarketAir joint Trade Mission appraises four Far East markets

International Trade Winds

Company News

SHIPPING—Container Transport International, Inc., New York (CTI), announced the extension of its agency agreement with Container Transport International (Japan) Ltd. to a long-term contract. The extension of the agreement will provide a streamlining of CTI Japan's container service to the United States. CTI Japan was established in 1965 as part of the CTI worldwide network of offices and agencies which lease containers and allied equipment. CTI now operates more than 30,000 containers and maintains offices in 12 countries and agents in 100 nations.

BRAKES—Westinghouse Air Brake Co. (WABCO), Pittsburgh, has established a European headquarters in Brussels, Belgium, and appointed the group executives who will lead WABCO's operations in France, Germany, Italy, Switzerland and Austria; the French firm, founded in 1879, is one of the oldest American companies in continental Europe. WABCO designs, manufactures and markets a complete line of brakes for on-highway commercial vehicles, railway and mass transit brake and signal equipment and pneumatic and hydraulic controls.

COMMUNICATIONS—General Telephone & Electronics International, subsidiary of General Telephone & Electronics Corp. of New York, was awarded a $2 million contract for a communications system for an oil pipeline by Yacimientos Petroliferos Fiscales, an Argentine government-owned company responsible for the development and production of petroleum resources. The 300-mile microwave system for the transmission of voice communications and telemetering for the pipeline's control will connect Neuquen, Argentina's oil producing center, with the Atlantic port Bahia Blanca. A large part of the system will be used for public telephone transmission and television, and a number of channels will be utilized in conjunction with a gas pipeline now under construction. The system will also be available for transmitting data, facsimiles and telegraph messages. GT&E International will supply the communications equipment, construct 10 microwave repeater stations, train local personnel to operate the system and provide maintenance of the system for a two-year period after the project is complete in approximately one year.

Newsletter

The new show season at the London U.S. Trade Center was launched with a Thermal Instruments exhibition. And that exhibition impressively launched two U.S. companies into the British market and a third into any kind of exporting. These firms, represented by World Automation, now project $340,000 in British sales over the next year as a result of their participation. Another company, experienced in trade shows in the U.S. and abroad, jotted down this post-show comment: "This is the most professional audience we have met at any exhibition."

When a top-level air pollution control authority from the U.S. came to speak at the Stockholm U.S. Trade Center, Sweden's Minister of Agriculture came to listen, and so did leaders in Sweden's National Institute of Public Health and National Nature Conservancy Office. The speaker was Dr. John T. Middleton, head of the U.S. National Air Pollution Administration. His seminar talks, and interviews with him on TV and in the Swedish press, gave a significant boost to an Environmental Pollution Control Exhibition at the Trade Center by 37 U.S. firms.

The first U.S. Solo Exhibition in Israel closed in mid-October after attracting 4,000 business and professional visitors. U.S. products displayed by 50 firms were in the hotel-catering, medical, chemical processing equipment and metal-working equipment lines. Results: nine exhibitors appointed 12 agents in four countries, with 10 other agency agreements under negotiation at end of show; floor sales of $1.3 million; projected 12-month sales of $7.35 million. Israel's own First International Hotel and Catering Exhibition ran concurrently at Tel Aviv.

Sausages and computers, a sandwich from America. Three between-show promotions ran concurrently at the Tokyo U.S. Trade Center this fall. Data recorders and acquisition systems of Vidar Corp., Mountain View, Calif., were on display on the second floor. A Tokyo agent of Griffith Labs, Townsend Engineering and Union Carbide's Food Products Division put on a show and seminar on U.S. sausage production on the first floor. Digital Equipment Corp. used the businessmen's lounge for a programming seminar that had both training and sales aims. Verdict from all three: attendance excellent, sales prospects high, no conflicts in customer traffic patterns.

NOTICE: This information is offered to preview or provide informally brief and varied comment on Bureau of International Commerce worldwide export and investment promotions. It is not final and does not substitute for detailed know-how and analysis in our regular news columns.

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Annual subscription $20.00 ($6.25 additional for foreign mailing). Single copy 40 cents. Price of index issue varies. Domestic subscribers desiring airmail service must submit $28.00 additional for postage. Make remittance payable to the Superintendent of Documents and mail either to any U.S. Department of Commerce Field Office or to the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

All subscription inquiries and address changes should be directed to the Superintendent of Documents at the above address. This is the central distribution agency for U.S. Government periodicals.

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the cover

This week, a special section comprising individual reports from a recent trade mission to Bombay, Hong Kong, Taipei, and Bangkok is presented on pages 2-19. The 30-member group, called the TWA Market-Air Mission, accompanied an inaugural flight from Hong Kong to Los Angeles. The joint mission—seven groups representing a variety of interests—was approved by the Commerce Department. A multiplicity of opinion is expressed in the participants' market appraisals.

November 3, 1969

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Number 44

International Commerce

Published weekly by the
BUREAU OF INTERNATIONAL COMMERCE

Special Report

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MARKETAIR TRADE TOUR

Joint mission appraises four Far Eastern markets

Seven groups, on TWA inaugural flight, report from India, Thailand, Hong Kong, Taiwan

"There is little argument about the growing need for food preservation facilities in the countries visited." . . ."All four countries show opportunities for packaging equipment and materials. Equipment, however, must be well tried and tested, requiring little maintenance and few if any expendable parts. Import licenses for future spares are often difficult for the customer to obtain and in all cases, time consuming." . . ."For some manufacturers it is already late, for some much too early." . . ."American electronics executives are so generally welcome that it is easy to schedule round-the-clock appointments with prospective representatives, distributors, customers, suppliers, officials, bankers and venture partners." . . ."The U.S. machine tool industry is facing an uphill struggle in its efforts to obtain a growing share of the expanding market of the industrially developing countries of Southeast Asia and the Far East." . . ."Modern-minded factory owners desire as much as U.S. operators to automate their plants within reasonable limits, as labor problems exist in these countries as they do in ours.". . ."The Government of India is rather restrictive in granting import permits for machinery that will develop an industry which does not utilize native raw materials."

Favorable sales prospects for a variety of equipment are reported by 30 U.S. businessmen who have just returned from a seven-sided trade mission to four markets in Asia.

Immediate orders, new agencies, and long-term arrangements, are spurring the brisk follow up activity that is already under way by the firms represented.

Sales opportunities for agricultural equipment in India, industrial machinery in Thailand, plastics and packaging machinery in Hong Kong, mineral instrumentation in Taiwan, and food-processing equipment in all four countries are among the prospects pinpointed by the mission.

The three-week trip to Bombay, Bangkok, Hong Kong, and Taipei last month was proposed and sponsored by Trans World Airlines with the cooperation of the Commerce Department under its industry-organized Government-approved trade missions program.

Calling the group the TWA MarketAir Mission, the airline utilized its inaugural flight from Hong Kong to Los Angeles on Sept. 23 to make available 30 round-the-world accommodations for the business members. MarketAir is the airline's name for its cargo operations.

Products on which each of the seven separate missions focused were chosen by the Commerce Department with the help of Commercial Offices in the U.S. Foreign Service posts of the countries visited.

Selected were electronic data processing; testing, measuring, and control instruments; food processing; machine tools and metalworking; packaging; plastics; and general industrial and agricultural equipment.

Led by Roy Gootenberg, Director of the Commerce Department's Trade Missions Division, and accompanied by Richard Miller, administrator of TWA MarketAir Trade Development, the members were nominated for participation in the mission by the following U.S. trade and regional organizations:

Western Electronic Manufacturers Association, New York State Department of Commerce, Food Processing Machinery and Supplies Association, Packaging Machinery Manufacturers Institute, Scientific Apparatus Makers Association, Institute for the Development of Metalworking Industries, and the Federation of Rocky Mountain States.

Mission Director Gootenberg, appraising the findings of the members, labels of prime significance the long-term potentialities rather than the immediate dollars-and-cents results—substantial though they were. Most of the members found more opportunities than problems, he says; both are evaluated in the reports that follow in this special section.

For example, mission member Paul Smyly comments that the need for food preservation is recognized in all four countries visited, but that a creative sales approach will be needed in coping with difficult situations—such as a limited foreign exchange budget in India or strong competition in Thailand.

The packaging machinery mission, John Johnston reports, found more automation in use than was expected. Equipment most likely to be sold in the countries visited will be that which is well tried and tested, requiring little maintenance—as import licenses for spare parts are often difficult to obtain.

Instrumentation is widely needed, reports Raymond Schiff, as more and more scientific research gets under way. The total market is small, however, in any one of the Far Eastern countries visited, and without an on-the-spot evaluation an individual company's market appraisal for its products would be impossible.

MARKETAIR MISSION IN TAIWAN is greeted by Commerce Under Secretary Siciliano (7th from left, standing); right, standing, Mission Director Gootenberg.

Among the plants and industries visited by the mission members were—in India—Tata Industries, including its Computer Center and Institute of Fundamental Research; Metal Box Ltd.; India Institute of Packaging; Applied Electronics Private Ltd.; Berea Brothers Private Ltd., and the Department of Atomic Energy.

In Hong Kong, members were on the grounds of the Amoy Canning Corporation Group of Companies, Universal Engineering and Mercantile, Pacific Assemblers, University and New Asia College, and Queen Elizabeth Hospital; and in Thailand, at the Board of Trade and its Government Computer Center. Taiwan companies visited included General Instruments, Cyanamid Taiwan, Taiwan Pulp and Paper Corp. and the Chinese Data Processing Center.

The businessmen members of each of the seven separate missions comprising the MarketAir Mission were:

Electronic data processing: Burgess Dempster, president, Electronic Engineering Co. of California, Santa Ana, Calif.; George Didinger, director of corporate development, Mark Systems, Inc., Cupertino, Calif.; Peter Dietz, vice president and general manager, Data Technology Corp., Palo Alto, Calif.; Harold R. Frank, president, Applied Magnetics Corp., Goleta, Calif.; John D. Hazzard, president of Systems Division, Data Products Corp., Woodlawn Hills, Calif; and Richard P. Sprigle. president and chief operating officer, Electronic Memories & Magnetics Corp., Hawthorne, Calif.

Testing, measuring and control equipment: Robert S. Kennedy, sales manager, James G. Biddle Co., Plymouth Meeting, Pa.; Kurt Landsberger, president, Bel-Art Products, Pequannock, N.J.; Charles A. Rossiter, general sales manager, Orion Research, Inc., Cambridge, Mass.; Raymond I. Schiff, vice president for marketing, Yellow Springs Instrument Co., Inc., Yellow Springs, Ohio; and Carl H. Waser, president, Princo Instruments, Inc., Southampton, Pa.

Food-processing equipment: Sean C. Connolly, general manager of sales, Foods Division, Borden, Inc., N.Y.; F. M. Littell, president, F. J. Littell Machine Co., Chicago, Ill.; Robert A. Sindall, Jr., president, A. K. Robins & Co., Inc., Baltimore, Md.; and Paul Smyly III, general sales manager, FMC International, San Jose, Calif.

Machine tools and metal working equipment: Lester Cole, vice president for sales, international operations, Warner-Swasey Co., Cleveland, Ohio; Otto Teitler, executive vice president, Institute for the Development of Metal Working Industries, New York, N.Y.; and Robert Trecker, vice president, Kearney-Trecker Co., Milwaukee, Wis.

Packaging machinery: John M. Johnston, manager, Far East and Latin America, Doughboy Industries, Inc., New Richmond, Wis.; and John G. Wesley, president, Labellette Co., Chicago.

Plastics machinery: David W. Birch, president, Essex Recon Corp., Lancaster, N.Y.; William H. Cook, chairman, board of directors, Lake Erie Machine Co., Toledo, Ohio; and John F. Maguire, manager, international chemical and equipment sales, Pennwalt Corp., Philadelphia, Pa.

General industrial and agricultural equipment: Louis Alpert, president, Graphic Export Corp., Boston, Mass.; Joey T. Crisafulli, sales manager, Crisafulli Pump Co., Glendive, Mont.; Richard Freeman, product manager, Ad Auriema, Inc., New York, N.Y.; Jack Knowlton, president, Martin-Decker Corp., Santa Ana, Calif.; Sylvan Melroe, vice president of sales, Melroe Corp., Gwinner, N.D.; John M. Rudolph, manager, international sales, Paper Converting Machine Co., Inc., Green Bay, Wis.; and Robert W. Watt, vice president, International, Willcox & Gibbs, Inc., New York, N.Y.

Emphasis on varied views

Reports from most of the individual members are presented on pages 4-19. A representative of each of the separate missions has prepared an appraisal of the markets on which his group focused in the four countries. Other participants in the various groups have reported on the products of their interest in one of the countries on the itinerary. With this emphasis on multiplicity in reporting, readers are reminded that the various articles express the observations and opinions of the author only and may or may not reflect Commerce Department evaluations.

Long-term prospects seen

Though sales were substantial, insights gained on potential and problems more significant

By ROY GOOTENBERG
Trade Mission Director

The major significance of the TWA MarketAir Trade Mission arises more from the members' findings on long-range economic potentialities and certain short-range business realities than from the considerable commercial results reported.

The total of business developed directly —unexpectedly large both in sales during the mission's activities abroad, and in estimates of subsequent trade projected by the participants—is outlined in the Trade Development Officer's article that follows.

The greater impact of the promotion may evolve from an objective pointed out in our Sept. 8 press conference in Bombay:

"It must be emphasized that this is purely a private effort. The initiative and the continuing thrust have been provided by Trans World Airlines. The participants were selected by private organizations and all are distinguished decision makers of small and large U.S. firms.

"Our greatest hope is not that we will return to the United States and announce that so many millions of dollars worth of sales have been generated. Of course that is important; that is what the mission was organized to do. But more important here in India, particularly, we should be able to carry back a new message about the new India, an India of mixed private and public enterprise seeking new and better methods of production and distribution.

"I can say that most of those on the Mission visiting here for the first time see more opportunities than problems, more trade than aid. India is a wealthy country and the trading dialog begun here by the members of the Mission could become an important turning point in our two countries' relations."

The potentialities

Possibilities for the future, and many of the problems, are analyzed for some overall commodity areas in several individual reports that follow. More specific markets within each of the four countries visited are highlighted in the additional reports.

The greatest potentialities emerge as a result of matching the expertise of the American industrial participants on the missions with the developmental aspirations of the businesses, governments and peoples of the Far Eastern cities visited. Industries represented by the separate missions were selected not only because of their importance in the United States, but also as those which might make contributions to indigenous development in the four areas.

For example, food processing machinery, agricultural equipment and scientific apparatus are profoundly related to India's future. Turnkey machine tool plants, packaging in addition to food equipment, and industrial machinery meet Thailand's ambitions. Plastics, paper, packaging machinery, and electronics production are designed for Hong Kong's small industry diversification. Industrial and mineral instrumentation, machine tools, food processing and packaging equipment are most important to the development of Taiwan. For all four places, a modicum of automation, electronic data processing, scientific and industrial instrumentation is becoming an imperative for stable growth.

Any group of business missions, to be related to these growth needs, must consist of large and medium sized firms, some combinations, and a mixture of regional experience. On the MarketAir missions there were representatives of comparative giants in size and sophistication, for example, Borden Foods, Doughboy Industries, FMC, Pennwalt, Wilcox & Gibbs, and medium-sized combines which have noted success on the American scene—Martin-Decker, Data Products, F. J. Little, and Applied Magnetics.

Smaller firms—Bel-Art Products, Crisafulli Pump, Essex Recon, Lake Erie Machine and Orion Research—were scaled to the operations of developing countries. The West Coast is closest to trade with the Far East, but New York, the Midwest, and the Rocky Mountain area also have competence in meeting the requirements of Asia's future.

Some of the more important large-scale and long-range business that may result is not detailed in the following analyses. Assistance in the automation of certain basic industries, publicly and privately held, in India, Hong Kong, Taiwan (and even Singapore) may be developed by combinations of mission firms and other U.S. electronic data processing software firms as a result of followup visits—beginning this month—to the United States by Asian industrial leaders. Negotiations for these large joint-venture projects may take several years, but if they are successful, they will demonstrate long-term results of the missions' initial steps.

Certain future potentials in India, Thailand, Hong Kong and Taiwan are described in pragmatic terms by the U.S. businessmen, but they also describe, with businesslike bluntness in their candid evaluations, the difficulties, realities and frustrations in working in the present and for the short range.

The frustrations

At a session with Under Secretary of Commerce Rocco C. Siciliano in Taipei, 20 of the members had the opportunity to describe orally their problems, not only administratively on the missions, but substantially in facing the local and competitive enterprises and Governments, including our own. The Under Secretary invited further comments in writing. Other individual evaluations by the businessmen contained many pertinent views which should propel U.S. business and Government to greater efforts.

Certain examples catch the flavor of the business complaints and appraisals. **Sean Connolly,** general sales manager of the can and machinery operations of Borden, Inc., wrote the Under Secretary:

"Most of the underdeveloped countries have a need for modern food production facilities including canmaking; however, it is more often than not the case that available capital is quite short in these countries and they must try to obtain the best payment terms possible to enable them to get the required monies.

"I am sure that you are fully aware of the high interest rates we must pay for meeting competition among the other trading nations. Coupled with this, our basic machinery prices are approximately 20 to 30% higher than the equipment sold from either Europe or Japan. These price differences are primarily due to the lower labor costs in these countries.

". . . It is readily acknowledged by most foreign businessmen that quality and

advanced technology make our equipment vastly superior to that of our competition; however, the quality difference is not so great as to sustain a 20% price differential as well as terms of payment so vastly different from our competitors'.

". . . In view of the fact that any degree of industrialization would have been extremely difficult without the infusion of American aid to place these countries in a posture permitting industrialization, it seems rather shortsighted that we would then place ourselves in a position whereby a followup of capital investment in machinery and equipment would not be possible through private industry sources.

". . . I am convinced that there is a large and receptive market in Asia for American technology and equipment. I am equally convinced that we cannot reach this market under present conditions and if we delay too long, we will find that our competitor countries have obtained such a hold on these markets as to make it virtually impossible for us to do a worthwhile job."

Purposes fulfilled

Burgess Dempster, president of Electronic Engineering Co. of California, in his market evaluation at the conclusion of the mission reported:

"I had two equally important objectives and both were achieved:

"First, to learn as much as possible about the market in order to shape our product development plans so that we can sell in the Far East, and second, to learn more about the problems and advantages of either an assembly operation or a joint venture in the area.

". . . I do not believe it is possible to sell our products at this time in any volume in the Far East. Our products are relatively sophisticated and expensive, as in most cases they have been designed for or derived for space/military equipment. It should be possible to change, but it will take some time—at least several years. During this time, our equipment will probably become less expensive and the need for data processing equipment in this market will grow. Consequently we should be able to begin to find customers.

". . . As to the second objective, my knowledge of the assembly and joint-venture situation has been expanded. I was able to visit six plants and talk to many people. I now have the basis for a more intensive study of possible programs."

Charles Rossiter, president of Orion Research, commented:

"The Mission enabled my firm to personally interview a number of prospective agents in a very short time. By having discussions with other mission members I was able to evaluate the market. I feel that much more can be learned of a country's potential market in a 'mixed industrial' mission rather than through a 'one industry' mission."

And **John Hazzard,** president of Data Products Corp., despite difficulties experienced by many of the members, contended:

"I believe my company will develop business for off line high speed printers in Bangkok and Taiwan, as well as for our batch remote terminals, both low and high speed."

MISSION MEMBERS hear Max Collins of Indofil Chemicals at Indo-American Chamber of Commerce luncheon in Bombay. On right is Lynn Jackson, of U.S. Dept. of Commerce, author of article below.

MISSION REPORT: RESULTS

On-the-spot sales exceed $180,000 in four countries

Almost $4 million worth expected in year; 21 agencies established

By LYNN JACKSON
Mission Trade Development Officer

Through more than 800 appointments in Bombay, Bangkok, Hong Kong, and Taipei, the 30 U.S. businessmen on the September TWA MarketAir Mission closed orders for more than $180,000 worth of exports, and expect sales of almost $4 million within the next 12 months. With 21 agencies established during the mission and another 52 under negotiation, the necessary follow-up to secure these expectations will be provided.

The business meetings also opened longer term commercial vistas for many mission members. Although these potentials are as yet inestimable, plans are already under way to lay solid foundations for timely development.

At each location on the mission's itinerary, the members climbed from the plane into a quick-step schedule that included from four to six hours of briefings by the Embassy or Consulate commercial officers and staffs, and discussions of business conditions and practices by U.S. businessmen active in the local markets and press conferences.

A whirlwind of face-to-face discussions in the business information center, quick trips out to visit prospective customers' offices or factories, individual and small group tours of research laboratories, electronic data processing installations, educational and medical institutions, and power and publishing plants followed.

The results reported by the members covered the entire profile of possibilities: Immediate sales ranging from $60 to thousands of dollars and individual expectations climbing into the millions; initial discussions of joint ventures, licensing arrangements, and establishment of subsidiaries; selection of new agents, some to replace old agents who were dropped after close examination in their own communities.

Experience bore out early expectations that the industries attracting high interest would be significantly different from country to country.

At each location, however, there were exciting surprises for members who arrived with no real expectations but found themselves exclaiming, "I didn't believe I could sell that equipment here" and "Amazing! I thought our one earlier sale here was a freak, but now I expect to be selling in the multi-millions within three years!"

MISSION REPORT: FOOD PROCESSING

Expertise gives U.S. a head start in fast-growing market area, but flexible sales technique is required

Need for food preservation recognized throughout region; development plans emphasize agriculture, related industries

By PAUL SMYLY III
FMC International, San Jose, Calif.

Food-processing equipment sales in India, Thailand, Hong Kong, and Taiwan appear to have increasing potential if combined with U.S. expertise and know-how. To realize this potential, flexibility by the supplier and innovative marketing must be predominant in his sales efforts.

There is little argument about the growing need for food preservation facilities, as distribution of foodstuffs is recognized as one of the major problems in the countries visited during the TWA MarketAir Trade Mission. The Governments of all the countries emphasize agriculture and related industries. These countries cannot afford to develop a food processing industry over the next 100 years starting from the beginning as we did in the United States. Twentieth century technology and efficient equipment that can produce quality products are needed now.

The successful U.S. food-processing equipment supplier, considering the needs of each of these countries and developing a creative marketing approach, will realize a growing volume of business for his firm.

After a brief visit to India, Thailand, Hong Kong, and Taiwan, one does not become an instant expert on the needs of these areas; however, business opportunities for the food-processing equipment industry may be outlined, by country, as follows:

INDIA

With a population of more than 500 million people and a limited foreign exchange budget, India's opportunities to develop a thriving food-processing industry over the last ten years have been limited. The country now seems to be finding ways to cope with this complex problem. Some of the methods at first glance appear cumbersome and unworkable; however, as one learns more by talking with the enthusiastic business community, one sees a ray of light.

Most of the food-processing industries in India are small. Even so, the machinery to equip them for the most part has been supplied from abroad. Along with technical expertise and operational know-how, most of the plants have been supplied by one manufacturer who provides not only all the goods, but installation, start-up, and training services. Suppliers' proposals to clients are accompanied by plant layout drawings along with an outline of services required, and an indication of the equipment and machinery that could be manufactured locally.

Upon arrival in India, most businessmen are swamped by entrepreneurs interested in licensing agreements or joint ventures for manufacturing—a popular approach at this time. Many of the manufacturers' representatives in India, however, believe that the present way to promote the food-processing industry is to provide turn-key services along with the willingness to allow some of the equipment to be manufactured locally. A good representative who can service the equip-

Food-processing, packaging equipment market information available

The Commerce Department, through its International Marketing Information Service, this year has published several reports on markets for food-processing and packaging equipment.

In its series, World Markets for U.S. Exports, which presents detailed information on the market for specific products in individual countries, the following reports are available:

Food Processing and Packaging Equipment, Belgium, IMIS 69-126; Food Processing and Packaging Equipment, France, IMIS 69-124; Bakery and Related Packaging Equipment, Germany, IMIS 69-103; Food and Packaging Machinery, Netherlands, IMIS 69-125; Food Processing and Packaging Equipment, Switzerland, IMIS 69-127; Food and Packaging Machinery, Mexico, IMIS 69-129. Food Processing Equipment, United Kingdom, IMIS 69-114.

The Exhibitor's Export Market Guide series—market profiles for product categories to be featured at scheduled trade promotion events at U.S. Trade Centers or international trade fairs—offers a market report pinpointed by an exhibition of meat processing equipment at the U.S. Trade Center in Milan, Apr. 14-23, 1970, IMIS 69-83, and another, of packaging equipment and materials at the U.S. Trade Center in London, June 22-26, 1970, IMIS 69-79. In addition, for a country on the mission itinerary, the series offers a report focusing on the market for products to be exhibited during a water, sewage, and draining equipment display at the U.S. Trade Center in Bangkok, Jan. 19-24, 1970: IMIS 69-62.

Of the almost two dozen reports in the Country Market Digest series, summarizing the best sales prospects in a single country, two are on countries visited by the mission: Taiwan, IMIS 69-17, and India, 69-10. For both markets, food-processing machinery as well as several other products promoted by the mission are among those highlighted as "best sales prospects."

IMIS reports are listed by series and number in the Sept. 8 *International Commerce*, page 19. The latest reports, as issued, are announced in the New Books and Reports section. All are available at 10 cents each. **Write:** Sales & Distribution Branch, U.S. Department of Commerce, Washington, D.C. 20230. Make checks payable to the Superintendent of Documents.

ment, and also screen inquiries, should be obtained locally.

The technical capabilities of the country appear very high. India is beginning to look like a market for capital goods, and with effective selling techniques and patience some degree of success can be realized.

THAILAND

Thailand has a climate favorable for agricultural products which enjoy export markets. The new item in this group is pineapple—a variety that is competitive on the world market. Presently, one plant is canning pineapple and another is being established.

Other products finding their way to the world market are tropical fruits such as mangos, papayas, and passion fruit. The Government of Thailand through its Board of Investment has been issuing investment incentive certificates—providing tax and other advantages—to help promote this industry.

As food processing is just beginning to become a full-scale industry in Thailand, most of the plants have been established are either wholly or partially owned by foreign investors. Because the investment brings technical expertise and know-how. lished in the country; all of the companies with technical assistance from abroad. Presently, the milk industry is well estab- this segment of the food industry has been successful.

As for the emerging pineapple industry, technical services and know-how generally have been obtained from the machinery suppliers. The plants are constructed and established on the basis of modified turnkey contracts with foreign manufacturers.

The liberal investment promotion certificates awarded by the Government of Thailand and the availability of ample labor and raw product make the food-processing industry potential strong. Some difficulty has been reported in controlling the price of raw product going to the canneries and therefore most canners have arranged to grow a portion of the raw product on their own.

Regardless of the opportunities that exist, severe competition must be faced with every transaction. The Japanese are offering capital goods at a low price and with exceptionally good credit terms. The Germans and Western Europeans also are working hard to obtain a piece of this market.

Almost every transaction made in Thailand will probably require some form of term financing. For the most part, if the supplier is offering goods and services of quality and at a fair price, FCIA or Eximbank financing should be sufficient to compete with the other bidders. The Thai business community is friendly and well informed.

HONG KONG

Little agricultural activity takes place in Hong Kong. There are a few food-processing concerns in the colony; however, for almost every one, the raw materials are imported into the country. Generally, it is believed that there is little potential for future growth in this industry, as most of the foodstuffs coming into the colony need no processing.

TAIWAN

Taiwan has a well developed food-processing industry. At present, its firms are exporting pineapple, mushrooms, and asparagus. The country is among the world's largest exporters of these canned foods.

Earlier, the food industry in Taiwan was supplied equipment by the United States exclusively through various U.S.-Government-subsidized loans and aid. As these loans diminished, the industry became more and more self sufficient. A substantial amount of small, low-capacity processing equipment is presently being manufactured in Taiwan.

The manufacturing capabilities in this country are satisfactory: the majority of the canning plants are small and, therefore, the equipment made locally fills the industry's need. As for newer techniques and higher capacity equipment, Taiwan will remain a market for U.S. suppliers.

There has always been concern among manufacturers who ship equipment into Taiwan regarding local copying of the U.S. designs. Much of the equipment supplied by U.S. and European manufacturers in the food industry has been copied in one way or another. Operating under licensing agreements offers some control over the situation.

As in Thailand, the Japanese have a good percentage of the market in Taiwan. Again, U.S. manufacturers must offer better quality at a fair price and the best credit terms available.

Certainly, there are ways into the food-processing equipment markets in India, Thailand, Hong Kong and Taiwan for the U.S. manufacturer. The obstacles and problems that currently exist, however, must be faced head on with a hard-hitting creative approach. With the superior quality of U.S. goods and the ingenuity of the U.S. businessman in coping with difficult situations, it is possible to tap these markets and derive additional profits through this business growth.

MISSION: ELECTRONICS

Four-nation area is receptive market for electronic items

By GEORGE DIDINGER
Mark Systems, Inc., Cupertino, Calif.

Overseas business and government leaders recognize that the electronics market is growing rapidly, and that the equipment's high value per unit weight makes a remote customer accessible economically. Through electronics and air cargo a developing nation can gain foreign exchange credits by exporting its labor without losing its people, gaining skills and technology in the process.

American electronics executives are so generally welcome that it is easy to schedule round-the-clock appointments with prospective representatives, distributors, customers, suppliers, officials, bankers and venture partners.

Emphasis will vary with the country; thus it is necessary to be flexible, sensitive, and alert to special interests and problems as well as opportunities. India, for example, offers good market potential for U.S. exports but will attempt to understate its ability to pay and overstress new local manufacturing ventures without any prior probing or development of the market. It will encourage justifying these ventures solely to serve external markets and in spite of complex administrative controls. Prenegotiation of Government cooperation is an indispensable bridge to success.

Thailand is more willing to buy technical products with money earned from agriculture, textiles and handcrafts. It also looks forward to manufacturing when it seems justified.

Hong Kong is a monument to free trade. Red tape and taxation is minimal. The people are industrious and the environment is congenial for Westerners. The economy has flourished and produced a labor shortage, yet skills and output seem to be rising more rapidly than wages.

Taiwan, similar to India, requires patience and emphasizes the indirect exporting of inexpensive labor. It is developing noticeably and its leaders would be competitive anywhere in the world.

In all of these areas, the imaginative businessmen who seek to benefit both sides can prosper.

MISSION REPORT: PACKAGING

Use of packaged products rising rapidly in all countries visited; increasing sophistication noted

Machines should be well tried and tested, requiring little maintenance, few spare parts; factory owners modernizing

By JOHN M. JOHNSTON
Doughboy Industries, Inc., New Richmond, Wis.

All four countries visited by the TWA Marketair Mission show opportunities for packaging equipment and materials.

At present, semi-automatic equipment is needed mostly but more sophisticated, fully automatic lines are not only being considered but are actually in use to a greater degree than had been estimated by the mission members.

The equipment, however, must be well tried and tested machinery, requiring little maintenance and few if any expendable parts. Import licenses for future spares are often difficult for the customer to obtain and in all cases, time consuming.

A common belief among many U.S. manufacturers is that the abundance of low cost labor—as low as US$20 monthly —prohibits the use of equipment. However, modern minded factory owners desire as much as U.S. operators to automate their plants within reasonable limits, as labor problems exist in these countries as they do in ours.

Moreover, hand labor simply cannot produce the quality of packaging that can be done by machine. One example is an Indian company which manufactures space research balloons, 300 to 600 feet long. By using our $450 portable sealer, the firm was able to save up to $1,500 per balloon in labor only over the previous hand-operated "hot iron" type sealer, at the same time producing "leak proof" balloons.

Local consumption of packaged products is growing rapidly in all countries of the Far East and Southeast Asia. Refrigerators are being used in ever increasing numbers in homes as well as in the shops. Housewives are buying in larger quantities, creating a demand for prepackaged food products, as well as other items. All manufacturers are keenly interested in the export market. To make products salable for export, commodities must be attractively packaged and securely sealed and protected, for which machinery is mandatory.

We do have competition from the aggressive packaging manufacturers of Europe and Japan. Many of these companies are offering good equipment at highly competitive prices and interesting terms (backed by their governments).

U.S. products, on the other hand, are still regarded as the best and most advanced. Local buyers are willing and eager to buy from us even though our prices are often higher. To accomplish this, however, we must make our products known to the foreign customer. Just sending out a catalog and a "ball park price" (f.o.b. anywhere U.S.) does not impress the buyers at all.

Personal visits valuable

Appointing an "agent" unknown to you except by sketchy correspondence, or arrived at by chance at an exhibition in the United States, does not offer much help. He very often represents dozens or even hundreds of products ranging from toothbrushes to helicopters. At best he is an order taker, who offers little more than your general brochure. Machines and supplies bought this way do not perform the needed job and often the result may be an unhappy customer.

Personal visits must be made to the major cities to obtain a direct feel of the market, and to see first hand how things are done. The most successful U.S. companies selling abroad are quoting c.i.f. prices, sending detailed quotations, drawings, photos, movies. Their letters are brief and do not contain "industry jargon," as may be common when dealing with a fellow American.

While English is spoken by most of the educated people, it is a definite advantage to be able to correspond in the customer's language, supply him brochures in his language, and list dimensions of equipment and product in the metric system. (Our company for example prints most of our brochures in six languages.)

Foreigners like to visit the United States and a good agent will usually welcome the opportunity to visit your factory, at his own expense, for a sometimes lengthy training period. Properly trained, he will return home to uncover possibilities rarely before imagined. When visiting these four countries, you will find people eager to learn about your products. Much help to find these people is offered by the local Chambers of Commerce, the local branches of the American Chamber of Commerce, and by the U.S. Government's commercial sections in the Embassies in every major city abroad.

Manufacturing abroad may offer an even larger market, but should be approached carefully. It should be considered only after a definite market has been established and actual shipments made over a period of time.

In some countries, 100% U.S. ownership is possible, but in others only a minority interest is allowed. Local companies will be eager to form a partnership and all the necessary data required, such as repatriation of profits and tax laws, is easy to obtain. Business executives should not be misled by over enthusiastic local reports of product markets. One should first find out what can be sold by exporting from home as a guideline.

Participation in local fairs and exhibitions is encouraged to give a U.S. firm "instant exposure" to a number of prospects. U.S. Trade Centers such as the one in Bangkok sponsor industry fairs as well as a place to display products. The newly formed Indian Institute of Packaging is sponsoring a trade fair in Bombay early in 1971.

MISSION: GENERAL INDUSTRY

Many firms feel ready to produce simpler U.S. items

By ROBERT WATT
Willcox & Gibbs, Inc., New York, N.Y.

Bagging machines, bottle filling, labeling, and capping equipment, and dielectric heat sealing machines for plastic and synthetic fabrics all range in size from small simple models to relatively large sophisticated machines.

In all four of the markets visited, there were individuals who claimed that their companies, with a little assistance, could produce locally the simpler American machines and possibly in the not too distant future, the more complicated ones as well.

In a number of cases, businessmen abroad claimed similar machines were being made on a limited scale. Here the question is, "Whose patents are being infringed?", or, if the quantity is so limited, policing might not be economically worthwhile.

Although this interest confirms a demand for these machines, it also makes one wonder how long one could expect to export to these markets before everything is copied.

Sales volume in most cases does not merit establishing local production along U.S. standards. Perhaps some component parts might be made economically enough in these markets even to the extent of supplying the U.S. market as well—particularly if unskilled labor is an important factor.

Labor mobility

The mobility of the unskilled labor market over the past decade creates another problem. By mobility is meant the actual upgrading of labor markets from unskilled to semi-skilled to skilled. A manual dexterity far surpassing that of the Western world is often displayed.

We have seen how the Japanese toy and inexpensive clothing manufacturers, for example, as labor skills improved, upgraded their products as other costs of labor also rose, forcing the cheap product to move to Hong Kong in search of cheap labor. Now these market labor costs are rising, as is the quality of the work produced. Data processing, memory banks, and natural hair wigs are being produced by dexterous workers, making it necessary for cheaper products to find new labor markets, for example, Taiwan and Thailand. In a few years they may be forced to move again, possibly to India.

What this means to a company such as mine is that if labor costs are to play an important part in deciding where to set up local production, the investment will have to pay for itself rapidly, or a long-term view of labor availability must be taken and a market such as India considered.

The only alternative would seem to be licensing. Skills are available in each country to produce one's machines, if one is satisfied with the exceptionally small royalty payments most firms are willing, or allowed by their governments, to pay.

MISSION REPORT: SCIENTIFIC INSTRUMENTATION

Air pollution becoming as much problem in Taipei as in U.S. cities; U.S. head start gives a sales edge

American schooling of many local scientists also helps Far East nations putting more money into scientific research

By RAYMOND SCHIFF
Yellow Springs Instrument Co., Yellow Springs, Ohio

The scientist in Taipei is as much concerned with the effects of air pollution as is his counterpart in Los Angeles. The pollution problem is there, and the scientist himself was probably trained or had graduate work in Los Angeles or some other U.S. or European research center. Thus, the market for American scientific instrumentation in the Far East exists, and tapping it requires only an effort similar to that which would be put forth in the United States.

In Bombay, Bangkok, Hong Kong and Taipei we found sophisticated, scientific investigations under way, some related to problems concerning us in the United States and others, specifically to the areas we visited.

The investigator anywhere is always looking for better tools with which to attack his research problem. If a scientific instrument will measure something of importance to him more accurately or more easily than he can now measure it, the scientist will probably buy it. The "probably" comes from some of the same questions in the Far East as in the United States: are funds available? is the instrument capable of giving good continuous service and can it be repaired within a reasonable time if it develops problems?

The answers to these questions are exactly those which apply in the United States. Generally, funds for scientific research are available, often from the United States with the provision that purchase of U.S. instrumentation is required. The Far East countries themselves, however, are putting more and more money into research. Service problems are rightly a concern, but establishment of local agents with service facilities or company-owned centrally located Far East service centers are satisfactory solutions.

Other problems are not as easily solved. The total market is small in any one country and tiny in many. Frequently, particularly in India, the desire is to manufacture goods locally and even re-export it to the Far East in order to preserve and build foreign exchange.

The specialized nature of scientific instrumentation usually makes this solution impractical. The distances involved in the total market area make visits to or from the United States for training in new instrumentation, service, and applications very expensive.

For some manufacturers it is already late, for some much too early. This mission allowed our company to assess these problems on the spot. Even so the timing decision on aggressive marketing of our products will be difficult; but without an on-the-spot evaluation a meaningful appraisal would be impossible.

MISSION REPORT: CEM'S

Far East offers bright potential for export managers

Specialized knowledge of products and markets is essential, though

By RICHARD FREEMAN
Ad Auriema, Inc., New York City

The combination export manager, working with a variety of products, must look closely at a similarly broad array of markets. It is not sufficient to examine, for instance, the electronics industry in India, as electronics may constitute

such divergent product lines as microwave equipment, components, or TV test equipment.

Taiwan offers some of the best opportunities for a combination export manager. The country has a reasonable balance-of-payments position and is interested in importing advanced equipment for use in research, industrial production, and agriculture. A good market exists here for scientific equipment—especially in the area of medical research, for which the Government has budgeted $300 million.

The market in India contrasts with the Taiwan market and is probably best reached by local manufacture. India, suffering from a severe balance-of-payments problem, carefully limits imports. Only those items which are not being manufactured locally can be imported. Furthermore, products similar to those being locally manufactured are difficult to import. There is a market, however, for sophisticated research equipment—equipment which is not being produced locally and which is required to further the Government's efforts in basic research.

Hong Kong is a small but good market for certain combination export manager product lines. It is a poor market for simple or basic electronic components because these items are either produced locally or imported from a low-labor-cost area such as Japan or Taiwan. It may constitute a good market for certain types of scientific and medical equipment because the Government is approaching this field with interest. In the planning stages are two new universities. Industrial control equipment is imported largely from Europe—probably because a large percentage of engineers in Hong Kong have received education and training in Europe.

Thailand will eventually become an important market for U.S.-made equipment. At this time, however, the economy is largely agricultural with a huge labor supply and not able to justify economic investment in time and labor-saving equipment. The basic needs of shelter, clothing, and food are satisfied for most of the population—thus, a market may exist for simple luxury articles, such as radio or TV equipment and support items.

A combination export manager, by definition, is in business to export U.S. manufactured products. As such, he must pursue business with those countries that are in a position to buy—including Taiwan, Hong Kong, and Thailand. India is of interest because of its vast population, but until its balance-of-payments position is improved, a serious marketing effort must be deferred.

MISSION REPORT: MACHINE TOOLS

U.S. industry faces uphill struggle in growing markets of Far East

Competition strengthening, more sales effort needed; also, local manufacture of general-purpose tools is expanding

By OTTO TEITLER
Institute for Development of Metal Working Industries
New York City, N.Y.

The U.S. machine tool industry is facing an uphill struggle in its efforts to obtain a growing share of the expanding market of the industrially developing countries of Southeast Asia and the Far East.

This visit to India, Thailand, Hong Kong and Taiwan has again brought home the hard fact that unless the U.S. machine tool industry embarks upon and maintains a vigorous and imaginative sales effort in these countries, it will not be able to maintain even the current low level of sales generated primarily by the availability of Agency for International Development financing which makes U.S. origin mandatory. With the curtailment of AID programs and the reluctance of many countries to utilize scarce AID funds for the purchase of U.S. machine tools, our industry must overcome the following unfavorable market conditions:

► Preferential import licenses accorded to purchases from Eastern European countries which conclude bilateral trade agreements providing for the sale of machine tools—now particularly prevalent in Turkey, Iran, Pakistan and India, and not unlikely to be extended also to other areas in Southeast Asia.

► More effective sales representation on the part of machine tool builders from the former colonial countries, chiefly the United Kingdom and recently also by the aggressively competitive Japanese machine tool industry, for example, in Thailand and Taiwan.

► More persistent technical sales promotion, cheaper prices and generally more liberal export financing on the part of our European and Japanese competitors, as well as the increasingly growing tendency toward the indigenous manufacture of general purpose machine tools, in India and Taiwan.

As the metalworking industries in Southeast Asia are still in their infancy, this area does offer a growing export market potential for technically advanced machine tools from the United States.

To be sure, it will be realized only if

Market for water pumps in Far East seen

By JOSEPH T. CRISAFULLI
Crisafulli Pump Co., Glendive, Mont.

India, Thailand and Taiwan all need inexpensive equipment to move water for irrigation, flood prevention and drainage control. All three of these countries could utilize U.S. pump systems, for development of otherwise underproductive areas—India, more so than Taiwan or Thailand.

A significant problem facing a pump manufacturer attempting to sell to India is the ban on many foreign imports. It is difficult for us to understand India's policy restricting certain technological advancement in industry, electronics, or agriculture—especially agriculture, in which advanced and simplified pumping methods might gain a foothold in attempting to help solve the food shortage problems.

Thailand and Taiwan also require more advanced agricultural techniques, notably pumping. Land development has included hillside regions which are especially difficult for the deployment of water resources. U.S. products should assist in the amelioration of the water-elevating problem, and their employment could represent stepping stones in the development of apparently unproductive land.

U.S. machine tool builders will see fit to exert the indispensable sales effort required. They must demonstrate that the higher prices of U.S. machine tools are merited because of their better quality, greater versatility, higher precision and longer durability—all of which tend to bring about a lower cost of the end products to be manufactured.

MISSION REPORT: PLASTICS

New material's uses point to good sales prospect in Far East

Urethane now being used in boat, furniture, packaging industries

By WILLIAM H. COOK
Lake Erie Machine Co., Toledo, Ohio

The plastic, polyurethane, is playing an important role in various industries and manufacturing plants visited in Hong Kong, as this new material's uses continue to expand.

The boat industry has found that urethane properly applied in the construction of hulls adds considerable strength and rigidity and furnishes great buoyancy. For instances, two pounds of the chemicals properly applied and expanded will float about 60 pounds of weight in the water. Considerable interest was found in the uses of urethane in construction and insulation of larger boats, and repairs to damaged sections of hull.

Several furniture manufacturers showed interest in new uses of urethane. For example, it is possible to duplicate and produce the most intricate details from fine carvings, such as picture frames, drawer fronts, and doors.

Urethane is fast becoming a major item in packaging, being successfully used for shipping anything from watches to jet motors. The plastic is not only exceedingly light in weight, but furnishes a seal against all condensation or moisture.

There are an ever increasing number of uses for urethane in insulation, floatation, and construction industries.

Borrowing a note from Lake Erie Machine Co.'s slogan, "The expanding world of Lemco," the expanding world of urethane, I believe, has a large future in Hong Kong as well as in the several other Far Eastern countries we visited.

FOOD SHOPS such as these in Bombay could benefit from improved distribution and storage facilities.

MISSION REPORT: REFRIGERATION

Transport and storage of edibles vital in India; freezing would help

Facilities at receiving points, more chilled transport seen; also, freeze-drying for long-term storage or future export

By JOHN F. MAGUIRE
Pennwalt Corp., Philadelphia, Pa.

The success or failure of India, as a nation, depends on its ability to develop properly the nation's food supply. Transport and storage is as vital as agricultural development. Feeding the widely scattered rural population, as well as the concentration in the cities, requires careful and intelligent planning.

In agriculture, the use of modern methods and chemicals is mandatory. Efficient use of labor on the farm is not a "must" at present, but crop rotation, balanced fertilizers, and the use of pesticides, weedicides, fungicides and herbicides are past due. With 530 million mouths to feed, modern agronomy is not just desirable—it is the only way to avert disaster.

India has an ample supply of many products that are in short supply in America and Western Europe. An industry developed to export these products would provide the hard currency for importing many foods and food supplements required now to implement the "green revolution."

Freezing depots needed

In several parts of the world, notably Australia and Taiwan, ample quantities of frozen and chilled foods are available for export to India. Development of large freezing stores at receiving points and chilled transport throughout the land would enable the country to buy these items and supplement the present strained food supply.

These freezing points could also be used for storage of food oversupply in

good years to level the annual yield. In addition, such facilities are natural companions to efficient freeze-drying installations. Excess foods can be dried for long-term storage. Products that would enjoy ready acceptance in Europe and the Western Hemisphere could be freeze-dried, packaged and shipped from such installations.

Freeze-dried items

The Indian Army is seeking freeze-dried goat meat and other such products now. Shrimp and other seafood, fruits and fruit powders are all exportable. In the private sector, several entrepreneurs have discussed freeze-dried beef for export.

The Indian Government might seriously consider subsidizing a project of this type. It could net export dollars and other hard currency, solve the military supply problem, allow the import of quality and relatively inexpensive frozen and chilled foods and, best of all, provide a means of storing excess food against the inevitable bad year.

MISSION REPORT: PAPER CONVERSION

India offers limited potential for paper products machinery

Manufacturing costs relatively high for sanitary products production, as tissue must be imported; little growth seen

By JOHN M. RUDOLF
Paper Converting Machine Co., Green Bay, Wis.

India has a shortage of conventional materials for manufacture of wood pulp, and as a result uses a range of substitute materials—such as bamboo, hardwoods, and a variety of straws, reeds, and grasses—to make paper. All the wood-pulp made domestically in India is, therefore, used for manufacturing of papers which have high priority uses.

Tissue paper used for conversion into sanitary paper products—such as facial tissues, paper hankies, and toilet rolls—is not manufactured in India as yet and thus must be imported. The few manufacturers of these products use rudimentary machinery of obsolete design, and labor for most of the operations. As a result, the industry is limited to a small number of small factories which, with their low production capacity and the limited availability of tissue, turn out an inferior product at relatively high manufacturing cost. Serving only the affluent, such products offer little or no market growth potential.

Users of disposable sanitary paper products are estimated at 1% of the population or about five million people. Importation of sanitary paper products is not permitted; thus, any such items manufactured in India are readily sold. The Indian manufacturer makes little or no effort to develop the market and expand his production because it is so dependent on imports of tissue paper—that cannot be relied upon.

In addition, most Indians have not yet accepted the concept of "throw away" goods, and the convenience of disposable products which has made them popular in other countries has not become a factor in India.

The Government of India is rather restrictive in granting import permits for machinery that will develop an industry which does not utilize native raw materials (tissue paper) and, therefore, sales of machinery built by our company have been rather insignificant. This trend is likely to continue until tissue papers are manufactured in India. There have been attempts by U.S. and other companies to establish joint ventures with Indian interests, but they have not materialized.

Some of the existing manufacturing equipment needs to be replaced and, as a result of the interviews arranged, several prospects indicated interest in some of our smaller, simple machines.

Market profile—India

Natural resources: Land, 1,175,574 square miles (excluding disputed Kashmir), about one-third the area of U.S. Minerals, coal, iron ore, manganese, mica, bauxite, building materials. Forests, 203,000 square miles. Fisheries, annual catch, 1 million tons.

Population: About 527 million (1968), 18% urban; 2.5% annual growth rate. Capital, New Delhi, 2,062,000. Language, officially Hindi; English widely used in business and Government.

Economy: GNP, 1968-69, estimated at $46 billion (current prices), up 6% from 1967-68. Main crops: rice, wheat, tea, jute, cotton, sugar, peanuts. Industries: steel, cement, fertilizers, machinery, textiles. Commerce conducted by a few big firms and many small traders. Draft Fourth Five-Year Plan (1969-74) calls for 5½% annual growth rate.

Finance: Unit of currency, rupee; 1 rupee=US$0.133. Official gold and foreign exchange reserves, $769 million (Mar. 31, 1969).

Imports: $2,483 million in 1968, $2,786 million in 1967. Imports from U.S., $864 million, 1968; $1,077 million, 1967. Principal suppliers: U.S., U.K., West Germany, U.S.S.R., Japan, Canada. Principal imports: Machinery, grains, fertilizers, raw cotton, base metals, petroleum, chemicals.

Exports: $1,749 million in 1968, $1,609 million in 1967. Exports to U.S., $293 million, 1968; $272 million, 1967. Major export markets: U.S., U.K., Japan, U.S.S.R. Principal exports: Jute goods, tea, iron ore, leather, iron and steel products, cotton textiles, cashews.

Trade policy: Government licenses commercial imports in view of tight foreign exchange situation. Preferential duty rates for certain imports from British Commonwealth sources.

Foreign investment: 1967 estimate, $1,800 million. (Direct 1967 U.S. investment about $266 million, mostly manufacturing and petroleum refining.) Guarantees between the United States and India cover expropriation, exchange inconvertibility, war risks and extended risks. Incentives include tax holidays, rebates, special exemptions and depreciation allowances. Foreign Investment Board was set up in 1968 to facilitate investments.

MISSION: ELECTRONICS

Indian businessmen see change sparking electronics interest

U.S. group recognizes need for on-the-spot interviews

By PETER DIETZ

Data Technology Corp., Palo Alto, Calif.

India is a land of contrast and of change, where the lowest depths of poverty exist side by side with the greatest riches; where unemployment is measured in millions and where the combination of all computers, television stations and automated factories is less than 100; where in a dingy two-story wooden building, 20 accountants sit on the floor with their white pillows on one side, abacusses on the other, ledger in front of them, and where next door a modern high rise concrete building houses a high-speed computer running at full capacity 24 hours a day.

At this point, we ask ourselves, can our company sell electronics in this country?

But another point must be considered: the Indian Government states that it wants to purchase only products manufactured in India. It has said this before; now it appears to mean it. You're told by several Government men—who by the way would like to have the rights to manufacture your products in India—that by a stroke of a pen in New Delhi your products can be barred from import. But a few hours later an agent gives you examples of how he has been able to circumvent these barriers for a while anyway.

India is changing, and rapidly changing in its attitude toward electronics, and most of the Indian businessmen know it. This will cause additional problems, for one will be besieged by men representing organizations of ten people, and 10,000 people. It is difficult to separate the two, for Indians are good businessmen and are well schooled in how to make a good impression on Westerners. Both want exclusive rights to manufacture your products in India and will offer partial (less than 50%) ownership in a new corporation that "will be established to produce and sell your products."

Which way to turn, and when and with whom, are all difficult if not impossible questions to answer. I would strongly recommend that whatever action you decide upon, do it after a personal visit to India. Whomever you finally select, whether he be an importer, agent, or manufacturer, remember that he must have charm and skill to be able to weave his way through the numerous and often conflicting government regulations, with their constant changes.

India is a country with which you cannot afford not to become involved, but one that requires a personal visit.

EDP MISSION MEMBERS seem pleased with results of their interviews. L. to r., Dietz (author of accompanying article on electronic market in India), Frank, Didinger, Sprigle; Dempster, Hazzard not present.

MISSION: POTPOURRI

Agribusiness, lab equipment prospects in India pinpointed

Several participants comment on variety of specific items

Several mission members, in addition to the authors of the preceding two articles, commented on specific Indian markets.

Reporting on prospects for the canning industry, **Fred Littell** of the F. J. Littell Machine Co., Chicago, says: "It would appear that India, of any place in the world, would have the most urgent need for canned foods and a big canning industry. To make tin cans, however, tin plate is needed; and for a tin mill to make plate, fine-quality mild steel is needed, as well as an electroplating mill.

"With the completion of the first Indian tin mill in the spring of this year, the supply of tin plate is no longer as limited as it has been. A beginning has been made where the need is a hundred times present developments."

Sylvan Melroe, Melroe Corp., Gwinner, N.D., commenting on agribusiness, points out that "the goal of India, a country one-third the size of the United States but with a population more than two and a half times as large, is to produce enough food to feed its people by 1975 . . .

"The main source of power for working the soil," he says, "is the bullock. Small tractors and power tillers—hand controlled—are coming into the picture more swiftly now. Estimates call for 70,000 units in 1970. All seem to agree that mechanization is on the horizon, and an imperative if the nation is to meet its 1975 goals.

"Importing equipment into India is difficult. The product must be new or different, and perform a need for the economy. Being first with a product in India is important, as the country and states do grant exclusive rights and protection. The Government takes a strong stand in favor of manufacturing in India. There is definitely a large agribusiness market. Equipment and technology are needed. When the agri-

business community develops its production to meet demands, the nation can focus on processing and marketing. In this, U.S. business can be of invaluable assistance."

John Westley, Labellette Co., Chicago, finds no ready market for semi-automatic labeling equipment in India. "In a land in which hands are many, hand labeling comes naturally," he says. "A climate receptive to semi-automatic labeling must be promoted if such equipment is to find ready sales."

More for research

On prospects for the sale of laboratory equipment, **Kurt Landsberger** of Bel-Art Products, Pequannock, N.J., observes that rapid progress is being made in the sciences in India. "Increased expenditures are being allotted to research. Thus, many firms manufacture and distribute laboratory supplies and equipment. Ranging from the one-man agent with a limited sales territory to the large national firms with sales offices in most major cities, such firms handle both local and imported products.

"A variety of such equipment is manufactured locally, and financial participation and know-how are sought to produce even more. Although restrictions on imports are less severe on science equipment than on many other kinds, obtaining licenses and arranging financing is time-consuming. No wonder then that some of the larger dealers/manufacturers are often involved in producing everyday science equipment.

"There is a demand, however, for sophisticated apparatus, and import possibilities increase in direct ratio to the sophistication of the equipment. A reputable distributor agent can easily be found.

"For less advanced equipment, a possible joint venture for the large future Indian market is well worth looking into."

MODERN APARTMENTS border Marine Drive in Bombay, the first city to be visited by the mission.

IN HONG KONG, mission was welcomed by U.S. Consul General Edwin Martin (c.). Others, l. to r.: Richard Miller, TWA MarketAir Trade Development Administrator; Roy Gootenberg, Mission Director; Philip R. Brady, TWA Regional Director (Far East); Dr. Chuang Chung-wan, chairman of the Chinese Manufacturers' Association. (Photograph courtesy of Hong Kong Standard)

MISSION REPORT: SHORT-TERM OUTLOOK

Hong Kong and Taiwan offer immediate business prospects

GNP, exports, tourism in both markets are increasing; business communities impressed the mission participants

By ROY GOOTENBERG
Trade Mission Director

In analyzing the MarketAir Mission members' conclusions both at the sessions with Under Secretary Siciliano in Taiwan and in evaluations submitted in the accompanying and other reports, the following observation on Hong Kong and Taiwan emerge:

Although overwhelmed as a result of their reception by the Indian business community in Bombay, the U.S. business men were far more impressed by the long range potential than by the shorter run possibilities of doing business in India. But in both Hong Kong and Taipei, almost to a man, members were impressed by the dynamic private enterprise, the economic growth, the capable, aggressive management, and labor resources of the Chinese which provide the potential for considerable business now.

Much has been written before about the drive, capacity, and versatility, of the communities of both Hong Kong and Taiwan. The first U.S. Marketing and Industrial Development Mission to the British Crown Colony of Hong Kong in 1963, for example, found that "all systems are go!", and that there was an "unbelievable surge into industrialization" and "a dynamic economy highly charged with business reactivity."

The second U.S. Trade Mission to Hong Kong, however, when comparing it to Singapore and Malaysia in 1965, learned that the then close to four million inhabitants faced "both present and future economic and psychological challenges. . . . The unqualified optimism which has characterized many previous commentaries about Hong Kong has been openly questioned this year with the easing of the building boom, the temporary

recession in the real estate market, and the failure of two banks."

Members of these TWA missions in 1969 found, as a contrast, in Hong Kong a resurgent confidence, an accelerated diversification and modernization, and a new dedicated focus on the future. Gross national product is estimated to be increasing rapidly. Exports from Hong Kong, even during past banking crises when other confidence was shaken, retained their growth, and this year are up an astonishing 25%. Tourism is also climbing at a startling rate of 15%. And probably the most surprising development of all, in the face of the fabled abundance of inexpensive labor, is the emergence of a skilled and semi-skilled labor shortage even in Hong Kong.

Problems evident

Hong Kong and Taiwan have their problems, obvious to these keen American industrialists. For instance, education is neither universal nor adequate from primary to higher grades. Technical training is deficient, and the shortage of technically qualified staffs in engineering, textiles, and modern managerial methods is increasing. Hong Kong industry and commerce have too few skilled at the top and too many unskilled below. There is a continuing inavailability of statistical information, which is a deterrent to potential investors and joint venturers.

Despite these and other problems, there is no diminution in the partnership and plans of business and Government in the Colony, nor in the confidence of private investors. Government projects include the just completed Plover Cove dam, additional rehousing schemes, and the initiation of the under-harbor tunnel linking Hong Kong island with Kowloon. The landing strip at Kaitak must be extended into deeper water to accommodate the new jumbo jets. For the first time, we heard Hong Kong industrialists, noted for their past acumen and skepticism, talking confidently of at least a ten-year future for Hong Kong.

Many similarities

Taiwan is similar in many respects to Hong Kong. Taiwan's gross national product is growing dramatically—resulting from a rapid increase in per capita production and a decline in population growth. The island depends upon imports, which are 25% of its GNP, and needs exports to pay for the required imports. Exports grew 25% last year, and are up 30% this year.

Tourism is increasing, and there is a remarkable upsurge in investment. Price stability and prudence characterize the government's policies, but the ability to build a social and economic infrastructure, as in education, has lagged. Labor shortages have emerged. Like Hong Kong, Taiwan's people reflect the same hard work and industrial drive; its land has a similar lack of resources; and its rising standard of living creates similar opportunities and problems in addition to competitiveness for international industry and investment.

The impact of Taiwan's export and manufacturing growth on the chances for U.S. participation is described by **Robert Sindall,** president of A. K. Robins & Co., among this nation's largest canners of mushrooms—one of Taiwan's prime products—and a supplier of canning equipment:

"Processing and canning of mushrooms in Taiwan has grown rapidly during the past decade, and export potential is good. The raw product is plentiful and labor is available at a low hourly rate, making the finished product inexpensive for the consumer.

"Export of mushrooms has increased considerably each year, except for 1968, and as a result, Taiwan is one of the world's leading producers and exporters, especially to the United States.

Larger firms seen

"The future of the Taiwan mushroom industry lies in the merging of the small companies to form larger ones. These companies in turn will have the resources to purchase modern automatic machinery for the growing of mushrooms, and washing, grading, trimming, slicing, and can filling.

"Insofar as our company is concerned, the mission was most helpful in securing the right prospects for agency agreements, which was our goal. Without the Commerce Department's help, it would have taken many weeks to interview the prospective customers for our equipment."

Market profile—Taiwan

Natural resources: Land, 13,885 square miles, about the size of New Hampshire and Connecticut combined. Minerals, coal, gas, and limestone. Fisheries, growing in importance, especially deepsea fishing, for domestic consumption and export.

Population: 14 million (mid-1968), growing by 2.3%. Capital city, Taipei (1,600,000); second largest, Kaohsiung (713,000). Language, Mandarin officially, although a southern Fukien dialect is spoken by most people. Japanese and English also used.

Economy: GNP, $4.2 billion (1968), with a real annual growth rate of 10.3%. Per capita GNP about $300. Efficient production of sugar, bananas, mushrooms, pineapple, and vegetables for export. Industry, except for petrochemicals, fertilizer, and cement, mostly small-scale enterprises. Production index of leading industries in 1968 (1961=100): food processing, 177; chemicals, 507; textiles, 203; nonmetallic mineral products, 243; petroleum, 352; basic metals, 236; machinery, 403; electrical machinery and appliances, 1,593. Fifth successive development plan, begun in 1969, stresses build-up of intermediate and heavy industry and infrastructure.

Finance: Unit of currency, New Taiwan dollar; NT$40=US$1. Gold and foreign exchange reserves, end of 1968, $381 million, sufficient for about five months' imports.

Imports: $976 million, 1968; $853.3 million, 1967. Principal suppliers, Japan and U.S. Principal imports: machinery and tools, metals and manufactures, transportation equipment, electrical power machinery and electronics, manmade fibers, raw cotton, chemicals.

Exports: $843 million, 1968; $675.1 million, 1967. Principal customers, Japan, U.S., West Germany. Major exports: textiles and apparel; plywood; processed fruits and vegetables; electronic components, TV and radio receivers; sugar.

Trade policy: Both imports and exports require licenses. Most raw materials and capital goods importable. Consumer goods strictly controlled.

Foreign investment: Total private foreign investment approved by Government of Republic of China, $347 million; from U.S., $164 million, principally in fertilizer, petroleum products, plastics, electronics, and pharmaceuticals. Highly favorable investment climate with liberal tax incentives.

Market profile—Hong Kong

Natural resources: Land, 398 square miles, less than half the area of Rhode Island. Minerals, wolframite, iron ore, graphite, kaolin, feldspar, and quartz mined in small quantities. Fisheries, well-developed fleet and self-sufficient catch.

Population: Estimated at 4 million (December 1968), increasing 2.3% a year. English is official language and understood by most businessmen; Cantonese most commonly spoken.

Economy: GNP, estimated at $2.4 billion in 1967, with per capita GNP of roughly $600. Major crops, rice and vegetables. Bulk of food requirements is imported. Industries include textiles, clothing, footwear, plastic articles, electronics, household utensils, flashlights, furniture, jewelry. Colony is major distribution center for Asia. Attracted 618,000 civilian tourists in 1968.

Unit of currency: Hong Kong dollar; HK$6.06=US$1.

Imports: $2,045 million in 1968, $1,799 million in 1967. Major suppliers: Communist China, Japan, U.S., U.K. Principal imports: foodstuffs, textiles, raw cotton, machinery, petroleum, plastic moulding compounds, and base metals; from U.S.: unset diamonds, machinery, chemicals, raw cotton, food items, electronic components, and tobacco.

Exports: $1,733 million in 1968, $1,511 million in 1967. Major markets: U.S., U.K., Japan, Indonesia. Principal exports to world and to U.S.: clothing, textiles, plastic manufactures, electronic components and subassemblies, wigs, transistor radios.

Trade policy: Free trade policy, negligible duties and controls; Colony member of Commonwealth Preference system.

Foreign investment: U.S. investment estimated at more than $130 million. Some 400 U.S. firms in Colony in manufacturing, import and distribution, banking and insurance; over 200 are regional headquarters. Hong Kong Government welcomes foreign investment; no restriction on repatriation or on managerial or employment aspects.

MISSION: DATA PROCESSING

Growth of Hong Kong electronics industry brings sales chances

Development of support industries generates market for varied items

By RICHARD SPRIGLE
Electronic Memories & Magnetics Corp., Hawthorne, Calif.

Microelectronics and core memory production are synonymous with the remarkable growth of the electronics production capability in Hong Kong.

Beginning in the early 1960's with the assembly of discrete devices, the production capability has expanded to integrated circuits and includes virtually all related technologies except design and mask-making. In core memory products, a similar enhancement of capability also occurred and now includes manufacturing, engineering, and test technology, in addition to the stringing of stacks which formed the basis for the original American ventures.

In less than a decade, therefore, the Colony developed a trained labor base capable of supporting high-volume production, as well as many related technical skills. The availability of these skills and capabilities has attracted many foreign manufacturers who have committed their Hong Kong based operations to high-volume production of labor-intensive components.

Although the Colony now possesses a large base of trained labor and technicians, the rapid expansion of the local economy has resulted in a situation today in which labor is somewhat tight. Wage rates are still fairly stable, however, and the generally favorable economic conditions and congenial government environment for business, which originally attracted foreign investment, still prevail.

Before establishing facilities requiring large numbers of people, manufacturers should evaluate carefully the labor market and the availability of factory space and housing for American support personnel.

The growth of the electronics industry and development of supporting skills and technologies have generated a market for a variety of related supplies and equipment, including cans; gold, aluminum, and copper wire; silicon and epoxy; micro welders; microscopes; diffusion furnaces; and a variety of assembly and test equipment.

Although there is no direct local market at present for core memory systems, there is plenty of potential for manufacturers of microelectronic devices. Hong Kong's large and dynamic radio assembly market consumes large quantities of discrete components, and plans are being made by this industry to incorporate integrated circuits in their products.

Because the Colony is ideally located and is congenial to westerners in many respects, it can also serve as a base for selling in other nearby areas such as Taiwan, South Korea, and Singapore.

Hong Kong's cosmopolitan aura, business versatility show traders' sophistication

As a manufacturer participating for the first time on a trade mission, **David W. Birch,** president of Essex Recon Corp. of Lancaster, N.Y., was startled and refreshed by the unusual combination of products handled by small firms in Far Eastern Asia.

A sophisticated, cosmopolitan aura surrounds business transactions, especially in Hong Kong. European, Japanese, Australian and American services and equipment are striving for the market—which appears to Birch to be growing rapidly.

To penetrate the market, Birch says, the small American manufacturing firm must carefully examine which of his facilities and talents can be made available, while he attempts to observe problems through the eyes of the Hong Kong manufacturer.

Market data available

INTERNATIONAL COMMERCE's latest semiannual World Trade Outlook article on Hong Kong appeared in the July 14 issue, page 36. Several Commerce Department publications on Hong Kong also are available. See Checklist of International Publications, issue of Sept. 8.

MISSION REPORT: INDUSTRIAL CONTROL DEVICES

Taiwan offers sales opportunities in weighing, measuring instruments

Market is challenging, however, as labor costs are low and many basic materials are relatively inexpensive

By JOHN KNOWLTON
Martin Decker Corp., Santa Ana, Calif.

Opportunities for the sale of high-accuracy force measuring and heavy weighing industrial equipment in Taiwan are apparent to this observer.

To speak in terms of "time saving" in an area in which labor rates are 10 cents an hour, or in terms of "better material control by accurate weighing," when the basic materials are likewise relatively inexpensive provides a challenge to the best of salesmen.

This is the challenge to selling our products, not only in Taiwan, but also in most of the Far East. This report, however, will focus specifically on the opportunities in Taiwan.

Time saver

Weighing and measuring instruments are sold in the United States as a result of their two basic qualities. One, the instrumentation is accurate (can be certified), yet rugged and reliable. Two, the equipment provides a means of weighing or measuring that saves time. My firm has a saying that "no one wants a Martin Decker device; they only want what it will do for them."

This of course is the same problem in Taiwan—no one wants a scale or a load cell, but we do see good possibilities that they soon will want what these products can do for them in spite of the 10-cents-per-hour rate and the use of more inexpensive new materials.

We have seen the need for weighing and measuring, where in the past it was not considered. Here are some examples:

► At a textile plant, cotton is purchased—3,000 bales a month. Cotton is bought by weight, but is it checked when bought? The inventory is tremendous. Is it checked for shrinkage? The entire processing from raw cotton to finished material is basically the conversion from tons of cotton to tons of cloth. Accurate, careful weight control at each process station is important, and a scale that easily and accurately does this not only saves a few hours of a man's time, but is a check on the whole operation: the 300 looms, the 500 thread machines, and all the other millions of dollars' worth of investment. The real sales pitch is not in saving the laborers' time but in the quick and accurate control of the basic material, and in checking the efficiency of the machines.

► In the bulk handling of cement, chemicals, or fertilizers, the value is the weight, and one could well afford the time for a worker to carry these commodities to a scale. However, can the full operation afford the slow down for this when the scale could be at or on the site?

We can not point out the man hours saved—though this can not be ignored—but we can show the owners that their plants and their investment can be more productive when they have weight control of all commodities at each station of the operation.

We had this challenge in the United States not too many years ago. The same problems arise in Taiwan, and imaginative, energetic sales effort can put the American weighing and measuring instruments companies to work in the Republic of China.

MISSION: FOOD PROCESSING

Market for know-how and hard goods favorable in Taiwan

Government aid seen necessary for rapid gains in industry

By SEAN CONNOLLY
Borden, Inc., Randolph, New York

The market for American know-how and hard goods for food processors is excellent in Taiwan.

Without the impetus of a sound, well developed program, backed by Govern-

Need for liquid-control instruments seen in Taiwan

By CARL H. WASER
Princo Instruments, Inc., Southampton, Pa.

The three principal areas in which crude oil is refined in Southeast Asia remain Japan, Singapore, and Taiwan.

The Chinese Petroleum Co. is a nationalized industry, having virtually a monopoly on the refined petroleum products used in the Republic of China. This places a large demand on the refineries in the Kaohsiung area.

Chemical plants in Taiwan are privately owned and, therefore, are smaller and more numerous.

Closer standards of quality control now require careful monitoring of the specific gravity of flowing petroleum and chemical products. The old method of occasionally testing a sample with a hydrometer and thermometer is no longer adequate for the large volume of continuously flowing liquids demanded by modern industry. Liquid density control is fast being added to the other parameters now required to produce a uniform product automatically with a minimum of human error.

Monitor instruments are used on oils, gasolines, water, and acids in the United States, United Kingdom, Holland, Japan, and to a smaller extent, Taiwan. As the demand increases, however, due to increased export of petroleum products, automation will also increase. Taiwan is not yet ready for computerized controls, but its businessmen are using density or specific gravity monitoring to control individual steps of a process.

Liquid density monitors are now being used to maintain quality control in liquid ammonia and urea in a fertilizer plant in Taiwan.

WITH A LEI FOR EVERYONE, the Rama Hilton Hotel in Bangkok welcomes the TWA MarketAir mission—beginning a 3-day schedule in Thailand's capital city.

ment aid and administered by well trained personnel, however, progress in the food-processing industry that should ordinarily take three to five years may in fact take 10 to 15 years to accomplish. The opportunities are present and the proper combination of private enterprise, know-how, and Government assistance can exploit this market to the unquestionable advantage of both our countries.

Primarily agricultural

As Taiwan is primarily an agricultural island with good access to fishing and an abundant supply of low cost labor, it ought to be a leading food exporter to the world. That it is not is attributable to a lack of technology and rigid quality control standards, and failure to use high-speed equipment readily available.

Many of the food producers are small in size and lacking in funds with which to improve their operations. The concept of cooperatives apparently has not been exploited. It seems, therefore, that the only method by which a rapid gain can be made is through Government assistance. The primary objective would be an infusion of capital for the purchase of hard goods, but also orientation of government policy and legislation toward improvement in this important sector.

In many Asian countries, unenlightened Government policy often seems to make progress almost impossible. Rapid and substantial gains in the food industry are conversely often attributable to progressive legislation and programs designed to give initial help where it is sorely needed.

MISSION: FOOD PROCESSING

Canning, freezing, and drying seen expanding in Thailand

By HAROLD FRANK
Applied Magnetics Corp., Goleta, Calif.

Food processing in Thailand is in the early stages of simple automation.

Processing plants tend to be small and the immediate growing areas for that product. This arrangement results from an inadequate transportation system that precludes hauling to central areas where larger, multi-purpose and more sophisticated installations would be economically feasible. Where capital is available, the tendency is to order turnkey jobs from manufacturers in Japan, Australia, or Europe.

Installing turnkey plant

Our food-processing equipment division generally produces only key elements of systems. Thus, our best prospect for selling products to Thailand is to work through one of the companies offering systems capability—selling to them at a discount, or offering licenses for manufacture of key items. Our company is now installing its first turnkey plant.

There is no question that the food-processing industry will grow at a fairly rapid rate in Thailand. Much food apparently is spoiling before it reaches the consumer. Processing, whether by canning, freezing, or freeze drying, would salvage crops and provide products for export. Automation of the process is desirable, not so much for cutting costs through reduced labor but rather to assure a more uniform, higher quality product.

The next step will be to computer control the processes involved in such installations. It is my opinion that this level of sophistication will not be adaptable to Thailand for at least five years. At that time, our company, among others, should be vitally interested in arranging direct representation, licensing or joint ventures with firms in Thailand.

Thailand offers slim chance for printing machinery sales

"All in all," says **Louis Alpert,** president of the Graphic Export Corp. of Boston, "we cannot foresee many sales of graphic art machinery in Thailand, as Thai production requires only short runs. The economy cannot justify expensive productive machinery."

Alpert observed printing equipment, bindery machinery, and graphic arts supplies in Bangkok. Ink, paper, layout, typography, and color are relatively poor —and machinery, "from the early 1900's." Bindery machinery is little used, he points out, because labor is inexpensive and binding can be done by hand.

MISSION: TEST APPARATUS

U.S. instruments face competition in Thai markets

With few import restrictions, nation has suppliers worldwide

By ROBERT S. KENNEDY
James G. Biddle Co., Plymouth Meeting, Pa.

As initial visitors to Thailand, U.S. firms were impressed by the similarities as well as the differences in selling to this market as compared to the home market.

Companies represented on the mission included manufacturers of test instruments for the scientific, industrial and utility industries. Products of these companies generally are sold directly to the customer through agents, with some limited sales through distributors.

A rapidly developing country with few import restrictions, Thailand appears to be an ideal place to learn whether American products can stand the challenge of international competition.

As in the United States, there appears to be an endless number of sales agencies in Thailand ranging from those with 50 or more product lines and extrusive facilities to those with a limited number of lines and few, if any, professional engineers. Here, however, the "giants" are not so dominated by their large principals due to the limited size of the total market.

On the other hand, the small agencies cannot be disregarded. What they lack in technical competence is often offset by close personal or political contacts in government offices. Since the bulk of the instrument sales at present in Thailand are to governmental agencies, these small representatives can often prove to be valuable associates.

It is refreshing to find that one is not continually bucking the familiar family of competitors in Thailand that he faces in the United States. The American businessman learns, however, that he has suddenly acquired a whole host of new international competitors which usually are selling at prices considerably below theirs. Germany and Japan are particularly strong in the instrument field with the United Kingdom and Italy following in order.

Market profile—Thailand

Natural resources: Land, 200,000 square miles, almost as large as Texas. Minerals, sizable tin, tungsten, and lignite reserves; unexploited deposits of manganese, molybdenum, antimony, and others. Heavily forested.

Population: Estimated at 35.1 million (mid-1968). Bangkok, largest city and capital (2 million), includes major port. Population growth rate 3.3%. Language, Thai; English usable in business.

Economy: GNP, $5.6 billion in 1968 (8% increase in real terms over 1967). Per capita GNP about $160. Main crops, rice, rubber, tapioca, corn, lac; tobacco, sugar, jute, and kenaf also important. Industry, small but growing, mainly in food processing and fabrication of consumer products and building materials. Tourism a major foreign exchange earner; about 377,000 tourists in 1968, 12% annual growth. New 5-year development plan underway (1967-71) calling for expenditures of $2.65 billion, emphasizing infrastructure.

Finance: Unit of currency, baht; 20.80 baht=US$1. Gold and foreign exchange reserves, $898 million (Dec. 31, 1968).

Imports: (c.i.f.) $1.2 billion in 1968, $1.1 billion in 1967 (exclusive of U.S. military and military-related items). U.S. has 16% of market; Japan leading competitor. Major imports: petroleum products; iron and steel; motor vehicles; textiles; mining, construction, and industrial machinery; electrical machinery.

Exports: (f.o.b.) $685 million in 1968, $713 million in 1967. Major customers, Japan, Malaysia, Hong Kong, United States, Singapore, West Germany, and U.K. Chief exports: rice, rubber, corn, tin, teak, tapioca, jute, and kenaf.

Trade policy: Minimal controls and State trading. Not a member of GATT, but most-favored-nation agreements with several countries, including U.S.

Foreign investment: Total foreign investments (and associated loans) estimated at close to $330 million; U.S. accounted for about $200 million. U.S.-Thai all-risk investment guarantee agreement in effect. Investment climate highly favorable; incentives legislation in effect.

THAILAND'S MINISTER of Economic Affairs Bunchana Atthakor chats with U.S. Ambassador Leonard Unger (right), as prospective customers in Bangkok gather to talk with MarketAir mission members.

U.S. trade specialists from overseas posts to advise businessmen at NFTC meeting

Three commercial officers will be available for appointments to discuss business conditions abroad, describe export services

Businessmen attending the 56th National Foreign Trade Convention in New York on Nov. 17-19 will have an opportunity for first-hand discussion of U.S. business operations abroad—with emphasis on Mexico, Argentina, and Sweden—through appointments with U.S. Commercial Officers who will be in attendance.

Arthur C. Rutzen, Director of the Commerce Department's New York Field Office, has announced that three Foreign Service Officers will be available during the entire three days of the NFTC sessions by arrangement with the Department's Office of Foreign Commercial Services and in cooperation with the National Foreign Trade Council.

The three specialists are: Douglass K. Ballentine, senior commercial officer in Mexico City since 1964 and currently Diplomat-in-Residence at the University of West Virginia; Stephen Duncan-Peters, director of the U.S. Trade Center at Stockholm since 1966 and now deputy director of the Africa Division in the Bureau of International Commerce (BIC); and Albert P. Mayio, supervisory economic officer in Buenos Aires since 1964 and currently on assignment in Washington.

They will hold individual conferences with businessmen in the Crane Suite in the NFTC convention area on the fourth floor of the Waldorf-Astoria. Meetings will be by appointment only. Appointments should be made through Franklin C. Shoemaker of the Commerce Department's New York Field Office (area code 212-264-0624).

Discuss and advise

Besides discussing business conditions and economic trends in their respective areas of the world, the commercial officers also will be prepared to advise businessmen on overseas services designed to assist them in international business operations.

Rutzen announced also that an international trade specialist from the New York Field Office will be available in the same area of the hotel during the entire convention period to counsel businessmen on the full range of international trade services and publications of the Department and its Field Offices.

Ballentine, who holds degrees from the University of Texas and George Washington University, has also served abroad at U.S. posts in Argentina, Guatemala, Australia, and Norway as well as with the Department of State in Washington.

Duncan-Peters, a Columbia University graduate, has also served in the Commerce Department's European Division in Washington and at foreign posts in Greece, Libya, and Finland.

Mayio began his government career with the Department of State in Washington and later served in Mexico and Bolivia, as well as his more recent assignment in Argentina. He holds degrees from the University of Michigan and was assigned to the National War College in 1963-64.

U.S. is supporting extension of cotton pact, Nehmer says

Also tells industry association of moves in other textile fields

The United States told its trading partners last month that it favors the continuation of the Long-Term Cotton Textile Arrangement (LTA) due to expire Sept. 30, 1970, Deputy Assistant Secretary of Commerce of Resources Stanley Nehmer has declared to a textile industry group.

The action took place at a General Agreement on Tariffs and Trade (GATT) session in Geneva at which 31 governments began consideration of renewal of the LTA, Nehmer said at the annual meeting of the Textile Distributors Association in New York.

He also said: "Our efforts on wool and man-mades are moving ahead on many fronts. We have emphasized to our trading partners that the U.S. is the only major market in the world today which does not have limitations on imports of wool and man-made fiber textiles and apparel. Other countries have entered into bilateral agreements with the major exporting countries. Some of the importing countries have unilaterally-imposed quotas. Other devices are also used by many countries.

Nehmer reiterated the stand enunciated earlier by Secretary of Commerce Stans that "We are willing to allow all producers to share in the growth of our market. All we seek to do is to stop a growing wave of imports that will deluge our markets and bring catastrophe to our industry and its workers. Isn't this reasonable?"

Nehmer then asserted, "We have emphasized all over the world that an international solution to this problem will cause no one to lose jobs anywhere. We have said we are willing to accept the volume of imports we had in 1968. We have suggested that we are willing to provide for growth in this trade in order to permit imports to share in the growth of the domestic market. But we are not willing to see these imports of wool and man-mades remain unrestrained."

Nehmer noted that textile trade barriers that affect U.S. commerce with the major trading nations of Europe and the Far East also have counterparts in Latin America, where, he said, "a good market for U.S. textile exports . . . is rapidly diminishing in importance in the face of growing barriers to our products."

Stans opens first metric panel session

43-member group to report on use of metric system in U.S. by Aug. '71

Secretary of Commerce Maurice H. Stans opened on Oct. 27 the first meeting of the National Metric Advisory Panel, a group of 43 private citizens who will advise the U.S. Department of Commerce in its comprehensive study of increased use of the metric system in the U.S.

Secretary Stans stated that "A national consensus on the opportunities and problems confronting the country with respect to conversion to the metric system is essential before any decisions are made for government action in this area."

The National Metric Advisory Panel is chaired by Louis F. Polk, chairman of Louis Polk, Inc., and former president of Sheffield Products Co., Dayton, O.

The final study report is planned for August 1971, but interim findings will be made available by the Secretary as they are developed.

IN SAVANNAH FOR "E" PRESENTATION to Rainbow Manufacturing Co., at annual meeting of the Propeller Club of the U.S.A., (l. to r.), James W. McIntire, director, Commerce Savannah Field Office; E. W. Mann, Jr., president, Rainbow Manufacturing; Mrs. Mann; Joe Gibson, export manager, Rainbow Manufacturing; and presenting the award, Harold B. Scott, director, Bureau of International Commerce, U.S. Department of Commerce.

Georgia irrigation systems maker, Rainbow Mfg., gets export 'E'

Trade fair participation, advertising, market research and foreign facilities aided successful export program

Increased foreign sales of irrigation systems and components during the 1966-68 period has won the Rainbow Manufacturing Co. of Fitzgerald, Ga., a President's "E" citation.

The company's export sales through the month of October 1966 were a very minor portion of the company's total sales. However, through the first few months of 1969, international sales have amounted to over 58% of total sales.

Officials of the manufacturer indicated that distribution, after market research to pin-point all favorable markets, has been obtained largely by extensive travel and personal contact, which allows it to be selective, based on first hand information.

A prime condition in selecting distributors and granting exclusive sales rights, is that they maintain satisfactory servicing personnel and adequate parts inventory, Rainbow said. Company mechanical men are sent to train service men for distributors, or to solve problems that may arise.

The company said it brings many dealers' representatives, including service managers, to its plant in the U.S., and that demonstrations of its irrigation systems in foreign lands have been attended by Presidents of the country, Ambassadors and hundreds of end users, such as farmers and land owners.

In addition, Rainbow has participated in international trade fairs, trade missions, trade center shows and sample displays. The company said to provide technical information in Spanish speaking areas of interest, an engineer from Peru, with a masters degree in engineering from Georgia Tech, was employed to serve Spain, Central and South America.

Rainbow said it has utilized the Foreign Credit Insurance Assn. to insure foreign sales and that it is currently working with commercial banks on a program to extend term and floor plan financing. It has utilized the Export-Import Bank and said that the A.I.D. "Waiver of Notification" provision had been used successfully to assist dealers in obtaining business.

The company indicated its work with non-profit organizations like The Ford Foundation, Rockefeller Foundation and others, had resulted in placing irrigation equipment on the large Aswan Project in Egypt. It has also sent representatives to The Food and Agricultural Organization in Rome, Italy, to evaluate areas of interest in irrigation.

Rainbow said it provides local classes in foreign languages for all plant personnel involved in export activities. It noted that dealer catalogues, brochures, technical data, direct mail pieces and other sales and promotional materials are provided in the language of the principal dealers. The company also noted that it places advertisements in foreign magazines directed at both distributors and the end users.

United States overseas

U.S. firms interested in entering exporting for the first time or seeking to expand overseas markets, will find assistance in the columns below listing details of future U.S. overseas activities.

Sales opportunities in seven U.S. exhibitions at commercial trade fairs around the world, one America Weeks promotion and 21 shows at the seven U.S. Trade Centers are being offered to present and potential U.S. exporters between now and June 22, 1970. The shows and commercial fairs are planned after market research indicates a demand for a particular category of products. America Weeks displays are overseas retail sales promotions of U.S. consumer goods.

Currently, 10 upcoming fairs and Trade Center exhibitions are sold out.

Other opportunities of interest are trade missions and the Sample Display Service. The last is more fully described in a special notice accompanying this list.

Of the 28 events for which the Bureau of International Commerce is now seeking exhibitors, Germany and the United Kingdom will host six shows each, Italy will host four shows, Japan, Sweden and France will host three each, and Mexico, Spain and Thailand will host one each.

Each Trade Center exhibition is limited to one particular line of products. Centers are located in London, Bangkok, Milan, Frankfurt, Stockholm, Tokyo, and Paris. The Paris Trade Center is scheduled to open Nov. 17 with a laser exhibition. An electronics production equipment show is set for January.

For further information on the Trade Center shows described in this listing, or for more facts on U.S. exhibitions at overseas trade fairs, **write:** Commercial Exhibits Program, BIC-932, U.S. Dept. of Commerce, Washington, D.C. 20230.

Trade missions are groups of U.S. businessmen organized to travel abroad to promote the export of U.S. goods and services manufactured by their particular industry. Some are organized and financed by the U.S. Government, while others are originated and paid for by various U.S. industries with Government approval and assistance. **Write:** Trade Missions Division, BIC-926, U.S. Department of Commerce, Washington, D.C. 20230.

The following calendar of upcoming American trade promotion activities is based on the latest data available. It appears regularly in the first issue of INTERNATIONAL COMMERCE each month.

GEOPHYSICAL EQUIPMENT, Germany. Germany and surrounding European countries offer excellent sales opportunities for U.S. manufacturers of sophisticated geophysical equipment. Their participation in a growing number of international geophysical research programs requires the application of the most advanced methods and equipment. While German researchers have long had a local supply of excellent precision mechanical equipment, they look to the U.S. sources of supply for advanced electronic equipment. This Trade Center exhibition will feature advanced equipment of U.S. manufacturers in the fields of earth sciences, meteorology, and oceanography. Plan now to investigate this market further by exhibiting. For detailed market and participation information, call 202-967-4162. **Frankfurt Trade Center. Dec. 1-5.**

INDUSTRIAL AND MUNICIPAL SECURITY DEVICES. Scandinavia. Awareness of the availability of new equipment capable of providing better protection is opening up good sales opportunities, estimated at approximately $20 million per year in Sweden alone. A labor shortage has reduced the supply of industrial guards, and equipment to replace them is aging and inadequate. For American manufacturers of security equipment, sales prospects are particularly bright for electronic intrusion detection devices and systems; multipurpose alarm systems; premise protection equipment; closed-circuit TV and cameras; electronic release locks; fire protection devices and systems; access and parking lot control; police, patrol and uniformed force equipment; and many others. For full particulars and participation information, call 202-967-5751. **Trade Center for Scandinavia, Stockholm. Jan. 14-20, 1970.**

DATA TRANSMISSION FACILITIES. United Kingdom. Great Britain and the U.S. are the largest and fastest growing markets for data transmission facilities. In Britain and in the U.S., it is predicted that by 1975 data communication from computers will exceed voice communication. To meet the demand for advanced U.S. data transmission facilities, the annual January computer exhibition will feature input-output terminals, modems and other interface connectors with transmission lines and computers. Target audiences for the U.K. exhibition promotion campaign will include computer service bureaus, computer and peripheral equipment manufacturers. current users of large digital computer systems, the National Data Processing Service (GPO), banks, aircraft manufacturers and operators, petroleum, petrochemical and chemical firms, auto manufacturers, other businesses with numerous branches, locations or distribution points, and universities, research and government bodies. For complete details, call 202-967-4653. **London Trade Center. Jan. 19-23.**

WATER SUPPLY AND SANITATION EXHIBITION-SEMINAR. Thailand. An exhibition of water, sewerage and drainage systems, and related hardware and equipment will be featured in a trade show limited to 25 firms and will include several models of water and sewage systems as featured displays to draw attention to characteristics of U.S. equipment. The Consulting Engineers Council of the United States has agreed to sponsor a trade mission to Southeast Asia of engineering specialists in the field of water supply, sewage and waste treatment. This mission will coincide with the trade show in Bangkok. Also, a 3-day seminar will coincide with the trade show/trade mission and will be a main feature of the municipal development project. For more information on this exhibition call 202-967-5148. **Bangkok Trade Center. Jan. 19-24, 1970.**

CRYOGENIC AND VACUUM EQUIPMENT. Japan.

promotions scheduled

Growth and vigorous activity continue to characterize Japanese industry. A GNP over $140 billion is envisioned for 1969. American manufacturers of cryogenic and vacuum equipment should find an excellent opportunity to sell advanced and more sophisticated equipment. In Japan, the recognition of the value to industry of both cryogenic and vacuum equipment is expanding, and the U.S. is a leader in the field. A recent market survey shows sales potential existing for a wide range of products including: hydrogen and nitrogen liquid pumps, refrigeration equipment and cryostats, cryobiology equipment, food freezing systems, rotary compressors, vacuum deposition monitors, vaporizers, vacuum chambers, air and gas conditioners and instrumentation and controls. Additional potential exists in areas of specialized engineering and design services for complete cryogenic plant design, freeze drying equipment, cryogenic food freezing systems and temperature rated conveyors. For more information on markets and details on participation, call 202-967-4512. **Tokyo Trade Center. Jan. 26-31, 1970.**

CONSUMER PRODUCTS. Thailand. The ninth U.S. Department of Commerce America Weeks promotion in the Far East is scheduled for the Central Department Stores in Bangkok Jan. 31-Feb. 15, 1970. A wide selection of U.S.-made consumer merchandise will be displayed. Also featured will be highlights of U.S. accomplishments in space exploration. Commerce will support the promotion with space exhibits and artifacts from actual Gemini space flights borrowed from the Smithsonian Institution. For more information, write America Weeks (BIC-926), U.S. Department of Commerce, Washington, D.C. 20230, or telephone 202-967-2051. **America Weeks. Jan. 31-Feb. 15, 1970.**

PHOTOGRAPHY FOR SCIENCE, INDUSTRY. Italy. With few exceptions Italy is a net importer of cameras and other photographic products. In 1968 Italians bought approximately $5.5 million in U.S. photographic equipment which is respected for its precision and durability, and is a 22% share of a market which it is believed will continue to develop rapidly over the next several years. Italy's rising standard of living and high rate of industrial expansion, the highest in Europe, have increased the range of potential users of photographic equipment in industrial and scientific research sectors. American products ranging from automatic electronic photo processing laboratories through photogrammetry instrumentation and high-speed motion picture cameras will find a receptive market. This special display opportunity for U.S. manufacturers will be held in Milan, a city in the center of the Italian photographic products market. For further market information and details about exhibiting, call 202-967-3968. **Milan Trade Center. Feb. 10-14, 1970.**

NUCLEAR INSTRUMENTATION AND EQUIPMENT. Germany. During the next ten years expenditures are slated to total $6.25 billion for 30 to 50 new atomic power stations; until 1980, approximately 70% of all newly constructed power plants will be of the nuclear type. The Third German Atom Program of 1968-1972 will provide government funds for nuclear research and development in the amount of $1.25 billion, an increase of 53% over funds allotted by the Second Atom Program of 1963-1967. In Germany, some 70,000 scientists and engineers are currently engaged in basic and applied research with radioactive materials in over a thousand laboratories. At present, 80% of all sales in the nuclear market are directed at the public and private research centers and institutes, however, knowledgeable sources anticipate the share of sales to the industrial sector to rapidly increase in the foreseeable future. Sales to the industrial sector should undergo dramatic change as German industry begins to employ, on a wider basis, radioisotope and irradiation techniques in their production processes. Until now, rigorous provisions of the German Radiation Law have retarded the use of this advance technology in such industries as food processing, textiles, plastics, and electronics. These dynamic changes have created excellent sales potentials in this market for advanced nuclear instruments and equipment; a strong selling point for instrument manufacturers would be their ability to offer complete integrated nuclear systems. This exhibition will feature instrumentation for commercial application of irradiation and radioisotopes technology; and radiation protection, measuring, and control; and equipment for reactor construction and operation. U.S. firms who are now in the German market or are new to exporting and are interested in participating in this exhibition and the growing nuclear market in Germany may secure information by phoning 202-967-2425. **Frankfurt Trade Center. Feb. 16-20, 1970.**

BIOCHEMICAL TEST, CONTROL EQUIPMENT. United Kingdom. Use of biochemical test and control equipment in Britain is seen expanding in the future. Capital expenditure on biochemical instruments is expected to top $31 million in 1970, with 28% for imports and about three-quarters of these imports coming from the U.S. To help U.S. exporters get a fair share of this growing market, the Department of Commerce will promote this exhibition to U.K. potential buyers among fermentation and other metabolic process producers, processors of food and other natural products, environment control and treatment bodies, hospitals, clinics and pathology laboratories, and biochemical research laboratories. For complete details, telephone 202-967-3848. **London Trade Center. Feb. 16-20.**

SCAN-BUILD '70. Scandinavia. This important exhibition being held Feb. 18-24, 1970, in Stockholm is aimed at the large Scandinavian market that exists for building products and building materials; tools and light construction equipment, and heating, ventilating and air conditioning systems. U.S. maufacturers of sophisticated and advanced building products will have a unique opportunity to increase their sales in this market in which Sweden accounts for $578 million. The U.S. presently accounts for 10% of Swedish imports of such products. The strong demand for housing in Scandinavia plus the high government priorities assigned to home building in Sweden due to present shortages, provide American firms with

a favorable climate in which to increase their share of Scandinavian imports of these products. For full information on this viable market, plus full details on how to participate, call 202-967-3714. **Trade Center for Scandinavia, Stockholm. Feb. 18-24, 1970.**

INDUSTRIAL ASSEMBLY EQUIPMENT, SUPPLIES. Japan. The demand for industrial assembly equipment and supplies is growing rapidly in Japan. Demand is estimated to increase up to 50% annually for some products in the next several years. Imports currently amount to about $6 million annually with the U.S. having the major share. U.S. equipment and supplies are superior in quality and sales could be increased considerably with aggressive sales promotion. Excellent sales potential has been identified for 38 product categories including torque tension testers for assembly lines, special metal and plastic fasteners, blind and bolt type rivets, spring steel and spread nut type fasteners, torque equipment for portable power and hand tools, and numerically controlled welders. Other U.S. products with favorable marketability are several specialized adhesives, sealants and tapes; assembly equipment such as automatic bolts and threaders, presses, riveters and clamps; special purpose nuts, bolts, screws, studs, pins, inserts, rivnuts, retaining rings, weld fasteners, latches and clamps; pneumatic staplers and nailers, power screw drivers, nut setters; laser and multi-station welders, stud welding systems; and positioning systems for welding and soldering work. For complete details, telephone 202-967-4511. **Tokyo Trade Center. Feb. 23-28, 1970.**

EQUIPMENT DEMONSTRATIONS are a major part of displays in Trade Center shows and U.S. exhibitions. The scenes below are from the September Frankfurt computer communications equipment show which resulted in more than $1 million in floor orders and $20 million in projected sales.

INDUSTRIAL AIR QUALITY TREATMENT EQUIPMENT. Italy. The need for clean air to manufacture many new products, workers' desire for a clean working environment, and an increasing concern over air pollution are factors causing a favorable market for U.S. manufacturers of air quality treatment equipment. U.S. air quality treatment equipment now enjoys a position of high esteem in Italy. Excellent sales potential has been identified for advanced equipment used to remove gases and particles from controlled air environments, for air quality instrumentation, special air filters, and selected items introducing clean room equipment, clean benches, and odor control devices. For information call 202-967-5351. **Milan Trade Center. Mar. 1-8, 1970.**

FOOD PROCESSING, PACKAGING, COMMERCIAL AND INDUSTRIAL REFRIGERATION AND AIR CONDITIONING EQUIPMENT. Spain. The Spanish economy is in a new phase of expansion. Demands for imports are up and U.S. trade prospects are better than at any time since devaluation of the peseta in 1967. Spain's Second Economic and Social Development Plan assigns high priority to modernization of the country's food processing and distribution system. Spain is already a fine market for U.S. air-conditioning and refrigeration equipment, and the current Plan will emphasize development of the National Refrigeration Network, for which U.S. companies are expected to furnish much of the refrigeration and air-conditioning machinery and component parts. For complete information about participation in this exhibition, telephone 202-967-3944. **U.S. Solo Exhibition, Madrid. Mar. 2-7, 1970.**

ELECTRONICS PRODUCTION AND TESTING EQUIPMENT. Scandinavia. All types of materials, production, assembly, and test equipment for electronics may be exhibited at this show which will be directed to over 500 Scandinavian manufacturers producing $600 million of electronic equipment and components. Sweden, with 200 companies producing $400 million of electronic equipment is the largest of the four-country market area. The electronics industry is growing by 10% per year in all four Nordic countries. Major products produced are: radio and TV sets, military electronics, telecommunications equipment, computers, calculating machines, measuring and control instruments, electro-medical apparatus, radio navigation and radar, capacitors, resistors, printed circuits, semiconductors, and relays. Scandinavian manufacturers of electronic equipment and components must buy the latest in production and test equipment in order to remain competitive in home and world markets. For further information call 202-967-4421. **U.S. Trade Center for Scandinavia, Stockholm. Mar. 11-17, 1970.**

SOPHISTICATED MATERIALS FOR THE ELECTRONICS INDUSTRY. Germany. The German electronics industry occupies a key position among that country's growth industries. Broad application of electronics technology in other industry

Sample Displays

A Sample Display Center is just what its name implies—a place to show samples of U.S. products.

U.S. firms without agents in the area may use any Center to present their products to prospective local agents and distributors.

Centers are supervised by U.S. commercial officers at the embassies in the host countries. U.S. products and descriptive literature may be displayed without charge for 30 days.

For information on the Centers in Bangkok, Beirut, and Nairobi, write: Sample Displays, BIC-918, Department of Commerce, Washington, D.C. 20230.

For the Sample Displays at Addis Ababa and Hong Kong, write to the Commercial Attache at the American Embassy in Addis Ababa and the Consulate General in Hong Kong.

has caused the electronics market to grow at an annual rate of 5-6%; in 1968 this market totaled $1.7 billion. Several sectors of this market—computers and industrial process controls—experienced annual rate increases of 12-20%; semiconductors, particularly integrated circuits, jumped 62% in 1968 to $7.6 million. Estimates for the 1970 integrated circuits market have been put at $20 million. Continued growth and development in this industry is anticipated in view of the overall growth of the entire German economy. The electronics industry's expansion is intimately connected with the availability of advanced materials which can broaden and increase the application of electronic technology. Electronic designers and engineers need sophisticated materials with specific electrical, physical, chemical, and mechanical properties to ensure the reliability and performance of the many electronic devices finding their way into daily commercial and industrial life. For more information telephone 202-967-3088. **Frankfurt Trade Center. Mar. 16-20, 1970.**

PRINTING AND BOOKBINDING EQUIPMENT EXHIBITION. France. Wages in the French printing and binding industry have increased an average of 60% since 1966. Mounting labor costs combined in many cases with the problem of aging plants and equipment are forcing French printers and bookbinders to invest in new, high-speed machinery. U.S. manufacturers are established leaders in production of modern equipment suited to French industry needs. French printers show a definite interest in American techniques in photo typesetting, presensitized plates, automatic film developing, sheet fed and web offset, and automated binding. U.S. exports to France of this type of equipment amounted to over $6.5 million in 1967, and increasing demands are being reported for the products listed above. For further information on the market and how to participate, telephone 202-967-3822. **Paris Trade Center. Mar. 17-21, 1970.**

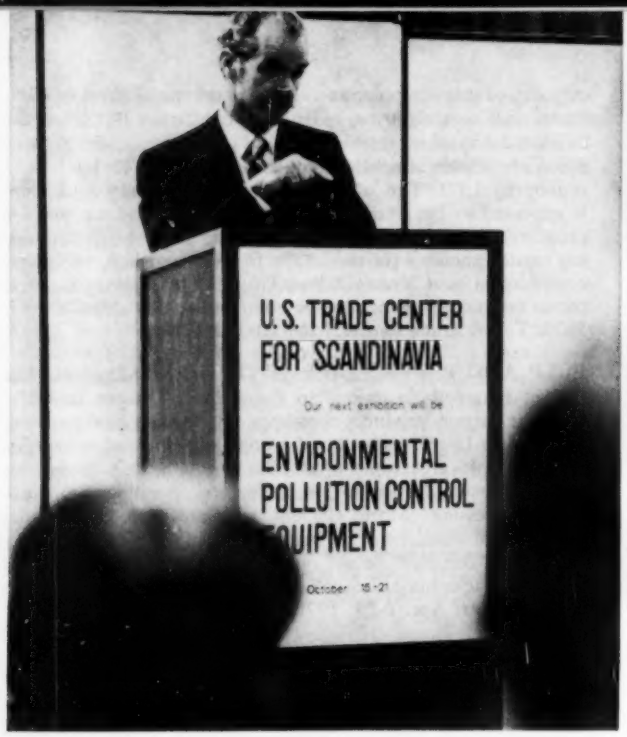
METAL SURFACE TREATMENT EQUIPMENT AND SUPPLIES. Japan. Continued expansion of Japan's industry has generated an expanding demand for the most advanced metal surface treatment equipment and supplies. Japanese demand for metal surface treatment equipment totaled $83 million in 1968, half of which was for plating equipment. The majority of this equipment was used by the major firms in steel, automobile and electrical machinery industries. Based on the estimated annual increase in demand of 10%, consumption of metal surface treatment equipment is expected to total $111 million by 1971. The latest fully automatic plating equipment is expected to have strong demand as is electrostatic powder plating equipment and sonic cleaners and instruments for testing treated surfaces for the ability to withstand heat, moisture, compression and stress. Advanced treatment chemicals and paints are also in demand. For complete details call 202-967-5622. **Tokyo Trade Center. Mar. 23-28, 1970.**

PULP AND PAPER EQUIPMENT. United Kingdom. The United Kingdom is unique in the pulp and paper industry. It is the largest producer-consumer in Western Europe, and, the world's largest importer of wood pulp and pulpwood. To maintain this precarious productive strength, this British industry is being forced to streamline its operations, to automate processing. More efficient and profitable operational systems and equipment are being sought from U.S. manufacturers. For complete details on this opportunity in the United Kingdom, telephone Lee W. Swift, 202-967-4461. **London Trade Center. Apr. 6-10, 1970.**

MEAT, FISH, POULTRY PROCESSING EQUIPMENT, SUPPLIES. Italy. Italy has one of the Common Market's most rapidly expanding meat processing industries. Demand for advanced equipment has increased greatly in the past decade and the market is expected to grow by 50% during the next five years. These developments reflect Italy's constantly improving standard of living and are a direct result of the Italian consumer's growing demand for better processed and canned meat, fish and fowl. Display equipment indicated for this exhibition ranges from advanced slaughtering and rendering equipment to slicers, boning devices and frozen meat equipment to supply the many new supermarkets opening in Italy. This special display opportunity is scheduled to coincide with the annual Milan International Samples Fair, an important meeting place for Italian businessmen. Call 202-967-5351. **Milan Trade Center. Apr. 14-25, 1970.**

PRINTING AND GRAPHIC ARTS EQUIPMENT. Mexico City, Mexico. Printing and graphic arts is one of Mexico's fastest growing industries and presently ranks as the fourth largest in the country. Current productivity amounts to about $272 million and forecasts call for this figure to triple by 1975. With the exception of some small machinery, there is virtually no manufacturing of printing and graphic arts equipment in Mexico. As a result, importation is required. In 1968, on total imports valued at approximately $21 million, the U.S. share was about $12.8 million or 59.2%. For complete information about participation in this exhibition, telephone 202-967-3848. **U.S. Solo Exhibition, Mexico City, Mexico. Apr. 20-25, 1970.**

HANOVER AIR SHOW. Germany. The specialists of the aircraft and aircraft components fields will be present at the Hanover Air Show in 1970, the second largest air show in the world and held every two years. The growth of the German aero industry centers around both military and civilian expansion. In the military field Germany will spend approximately $1 billion over the next five or six years on U.S. aircraft. The ten major commercial airports will spend $335 million on expansion and modernization in the next 2½ years. They expect an increase in passenger traffic from 18.6 million in 1967 to 70 million in 1977—a 375% increase in ten years. Firms wishing to participate in this outstanding exhibition



COMMISSIONER OF THE NATIONAL AIR POLLUTION CONTROL ADMINISTRATION, Dr. John T. Middleton, led a seminar in October at the U.S. Trade Center in Stockholm a week before the Environmental Pollution Control Equipment Show was held. Middleton reported on American problems of poisoned air.

should telephone 202-967-4073. **German Aviation Show, Hanover 1970. Apr. 24-May 3, 1970.**

ELECTRO-OPTIC APPLICATIONS. United Kingdom. Britain, along with Europe, is moving from the experimental to the application stage in electro-optics. Annual U.K. purchases are estimated at $2 million in mid-1969, and the volume of business in electro-optical equipment is expected to at least double within the next three years. Experts currently claim that European developments are five years behind the U.S. level of accomplishment, but with industry in Europe now looking at electro-optical devices as practical tools, this gap can be expected to close rapidly. U.S. manufacturers wishing to share the growing market for electro-optical equipment in the U.K. and Europe should write to the U.S. Department of Commerce, Commercial Exhibits Program, BIC-942, Room 6222, Washington, D.C. 20230. **London Trade Center. May 11-15, 1970.**

INDUSTRIAL INSTRUMENTATION AND COMPUTERS. England. For the third consecutive time the U.S. Department of Commerce is mounting an exhibition within an exhibition at the London International Instruments, Electronics, and Automation Fair, one of the largest and most important shows of its kind which is staged biennially in the United Kingdom. In 1968 when I.E.A. was last held, more than 112,000 visitors including 9,431 registered foreign trade visitors viewed the wares of 927 exhibitors from 18 countries. This exhibition which covered approximately 500,000 square feet of space generated an estimated $75 million in sales. The U.S. exhibition at I.E.A. will feature industrial measuring, testing, and controlling instrumentation and computers. For further information write to U.S. Department of Commerce, BIC/CEP, Room 6813, Code 942, Washington, D.C. or telephone 202-967-4652. **U.S. Commercial Exhibition, International Instruments, Electronics and Automation Fair (I.E.A.), London, England. May 11-16, 1970.**

ADVANCED MEDICAL EQUIPMENT EXHIBITION. France. Sales of American made medical equipment to France are rising. Improvements in medical care are causing a growing demand for a wide range of items. The U.S. sold almost $5 million worth of medical equipment to France in 1968, up from $2.3 million in 1966. Prospects for greater sales are promising. The outlook is particularly good for specialized devices and recently developed equipment. To assist U.S. companies, a promotion for a selected audience of hospital administrators, physicians, medical technicians, government officials and other potential buyers of medical equipment is planned. For further information telephone Charles M. Whitley, 202-967-4961. **Paris Trade Center. May 12-16, 1970.**

CHROMATOGRAPHY AND SPECTROSCOPY EQUIPMENT. Italy. Italy's economy is one of Europe's strongest. Its chemical, petrochemical and pharmaceutical industries are expanding at a fast pace. These and other sectors of the Italian economy, including the medical field, offer excellent sales opportunities for U.S. manufacturers of chromatography and spectroscopy equipment. The U.S. is already the largest foreign supplier of these products in Italy and buyers will continue to rely heavily on U.S. suppliers as they carry out plans to modernize the industries. For further market information and details on how to increase sales through this exhibit, call 202-967-3968. **Milan Trade Center. May 19-23, 1970.**

MEASURING AND TESTING EQUIPMENT. France. The U.S. Department of Commerce is sponsoring an exhibition at one of the most important trade fairs of its kind in Europe —MESUCORA. Scheduled in Paris, May 27 to June 4, 1970, MESUCORA is a triennial show featuring measuring, testing, controlling, regulating and automating equipment. The 1967 show drew 100,000 scientists, engineers, and corporate decision-makers from all over Europe. More than 1,300 firms from 20 countries showed their products. U.S. firms showing

in the Commerce-sponsored display at MESUCORA in 1967 recorded impressive sales figures as a result of their participation, and the 51 exhibitors reported signing 76 agents. The U.S. display at MESUCORA 1970 will contain products including automation systems, industrial process flow instrumentation, industrial process direct digital control, physical properties testing equipment, nuclear instrumentation and thermal instrumentation. U.S. firms who have the latest technology and who can supply aggressive market policies should take advantage of this opportunity to reach the important European markets. For information on how to participate contact John Anderson, U.S. Department of Commerce, Commercial Exhibitions Program (946), Washington, D.C. 20230, or call 202-967-2835. **U.S. Commercial Exhibition, MESUCORA. Paris. May 27-June 4.**

MEASURING, RECORDING AND CONTROL INSTRUMENTATION FOR THE CHEMICAL INDUSTRY. Germany. The Department of Commerce will organize a U.S. exhibition of instrumentation for the chemical industry at ACHEMA 1970. The fair, held every three years, is regarded as the world's leading showplace for equipment for the chemical industry. Call 202-967-2425. **U.S. Commercial Exhibition, ACHEMA 1970—16th Chemical Engineering Exhibition and Congress, Frankfurt. June 17-24, 1970.**

PACKAGING MACHINERY AND MATERIALS. England. PAKEK '70, the London International Packaging Exhibition is one of the largest and most important specialized fairs of its kind to be staged in Europe in 1970. In 1967, when the last event was held PAKEX's 500 exhibitors including 167 from 18 countries throughout the world attracted 35,000 visitors including 2,100 from outside of England. The total U.K. packaging machinery market increased from $59.5 million in 1966, to $64.5 million in 1968. On total imports valued at $24.9 million in 1968, the U.S. captured approximately $6.6 million of the total. For detailed information concerning participation and information about the current U.S. Department of Commerce, BIC/CEP, Room 6222, Code market for packaging machinery and materials, write to the 942, Washington, D.C. **U.S. Commercial Exhibition, PAKEX '70, London, England. June 22-26, 1970.**

Space fully booked

The following shows, in which all available exhibit space has been reserved, are still open for visits by interested representatives of the industries involved. U.S. firms with sales representatives or distributors in the area of any of the listed Trade Centers and exhibitions can ask these local businessmen to visit the shows to see the 'state of the art' in each particular field.

DYNAMICS TEST EQUIPMENT. United Kingdom. In 1968, the U.S. share of total United Kingdom imports reached 12.9%, a .4% improvement over 1967. The U.S. dollar volume was up approximately 10%, with a 5% improvement expected in 1969. The exhibition to assist U.S. firms in further penetrating the market will feature test equipment in the areas of vibration, acoustics, shock, fatigue, force, strain, and pressure. **London Trade Center. Nov. 10-14.**

PLASTICS EQUIPMENT. Germany. The German economy, currently one of the strongest in Europe, is in a period of brisk expansion. U.S. exports of plastic materials, machinery and special equipment amounted to $33.7 million in 1968. Sales of special equipment and instrumentation imported from the U.S. are expected to grow at twice the average annual growth rate of 12% for the German plastics industry. **Frankfurt Trade Center. Nov. 10-14.**

SHIPBUILDING, MARINE AND PORT EQUIPMENT. Netherlands. Shipbuilders, shipowners, stevedoring companies and port officials from throughout the world will attend this show, which is the largest international maritime exhibition. The shipbuilding and marine industries are regaining vitality and are again becoming important in the economies of the Western European maritime countries. **U.S. Commercial Exhibition, EUROPORT '69 8th Annual International Maritime Exhibition, Amsterdam, Nov. 11-15.**

LASER EQUIPMENT. France. Presently the market for laser hardware and systems in Europe is estimated at about $3.5 million. Demand is expected to soar, and by 1972 it is forecast that sales will reach $8 million annually. Until recently, interest in laser technology was centered mainly in scientific and academic circles, but now industry is becoming aware of the use of lasers for commercial and industrial purposes. This exhibition will be the opening show at the new U.S. Trade Center in Paris. **Paris Trade Center. Nov. 17-21.**

AEROSPACE EQUIPMENT, SUPPLIES. Japan. A total of 156 aircraft are usually purchased per year in Japan, worth approximately $166 million. Of this, 47 aircraft worth about $88 million, are purchased from the U.S., and the remainder is primarily from domestic production. In addition, an annual average of $177 million is spent on aircraft engines, parts and equipment, with about $77 million of this in U.S. imports. **Tokyo Trade Center. Nov. 17-22.**

MICROELECTRONICS, COMPONENTS, PRODUCTION AND TEST EQUIPMENT. Italy. Microelectronics is expected to grow faster than any other industrial field in Italy. Although the main use of microcircuits will be in computers and military and airspace systems for the present, technicians in Italy are already working on projects involving integrated circuits in industrial controls, domestic appliances such as washing machines, consumer electronics such as television sets and laboratory equipment. **Milan Trade Center. Nov. 18-22.**

INTERMED '70. Scandinavia. Sharply increasing demand for advanced medical equipment is expected to accrue to the advantage of U.S. manufacturers who now account for 11 to 14% of the Scandinavian market for medical, surgical and hospital equipment. **Trade Center for Scandinavia, Stockholm. Nov. 26-Dec. 2.**

METALLURGY '70. United Kingdom. The U.K. Government is planning massive investments in the public sector of the steel industry to modernize equipment and facilities to improve the industry's competitive position in world markets. Special loans are to be made to the private sector of the aluminum industry in order to establish a primary production capability to meet the major share of U.K. consumption needs in this metal. Only $10% of aluminum consumed is now produced in the U.K. **London Trade Center. Dec. 8-12.**

ELECTRONICS PRODUCTION EQUIPMENT. France. France is the third largest manufacturer of electronic products in Europe. Total sales of this industry was in excess of $1.9 billion in 1967, up a healthy 10% over the previous year. Recent reports indicate that private outlays on plant and equipment in 1969 may increase as much as 22% over 1968. **Paris Trade Center. Jan. 12-17, 1970.**

SIGNING A DISTRIBUTORSHIP AGREEMENT, above left, is the newest agent for Clark Floor Machine Co., while, right, in the medical exhibits area of the U.S. pavilion, a demonstration of elastic health supports by Baka Manufacturing occurs. Below, J. C. Pitman & Sons President D. M. Pitman, on the left, completes negotiations for a distributor.

Fifty U.S. exhibitors in four categories project $7.4 million in sales at Tel Aviv

Hotel and catering, metalworking, chemical processing, and medical equipment displays attract 7,000 visitors; 12 agents were appointed

Fifty U.S. companies, represented by 46 exhibitors, mounted a commercial exhibition in conjunction with the first Tel Aviv International Hotel and Catering Exhibition, Oct. 5-11. By the close of the show, $1.5 million in floor orders and $7.4 million in anticipated sales for the next year were recorded.

More than 4,000 registered businessmen and 3,000 others visited the U.S. show which featured metalworking machinery, chemical processing equipment and medical and surgical supplies in addition to the hotel and catering displays. The fair took place at the International Fair Grounds in Tel Aviv.

Most found agents

Nine of 11 exhibitors seeking representatives appointed 12 overseas agents in Israel, Turkey and Greece, and negotiations with 12 other candidates were under consideration at the close of the show.

With $4.2 million in estimated sales for the next year, the exhibition's sales leader was Bianco Manufacturing Co., St. Louis, a division of Holiday Inns of America Corp. Bianco offered, at $350 per unit, a complete hotel room. Immediate orders for 1,000 units were recorded for a total of $350,000. The firm's forecast is based on projected sales of 1,000 units per month for the next twelve months.

Other companies making notable sales in the hotel and catering field at the exhibition include Fedders Corp., Edison, N.J., which displayed air conditioning units and indicated $200,000 in sales for the coming 12-month period. Slant/Fin Corp. of Greenvale, N.Y. wrote floor orders totaling $10,000 for heating and cooling equipment and anticipates another $60,000 in sales for the next year.

In the metalworking field, Airco Welding Products reported $110,000 in floor sales and anticipates another $50,000 in orders over the coming year. Airco, a New York based company, displayed a variety of welding tools from torches to cutting machines and pulsed arcs.

The glass bead dry blast process, on exhibit by Zero Manufacturing Co., Washington, Mo., netted its firm $15,000 in floor orders. Estimated sales for the next year hit $100,000.

Frick Co., Waynesboro, Pa., one of the chemical processing equipment exhibitors, is estimating $80,000 in sales for the next year of its rotary boosters and compressors. Floor sales during the exhibition topped $14,000. Capital Controls Co., Inc., Colmar, Pa., reported $50,000 in expected orders for the next year.

One of the leading sales makers in the

medical-surgical group was Mennen-Greatbatch Electronics, Inc., Clarence, N.Y., which is projecting $200,000 in sales of operating room and coronary care equipment. Following Mennen was Dallons Instruments, Division of International Rectifier Corp., El Segundo, Calif. Exhibiting intensive care equipment and patient monitoring equipment, the firm sold $106,600 worth of devices from the floor and estimates for the coming 12-month period are $150,000.

U.S. exhibitors

Winning the prize for the most efficient and novel product of a foreign manufacturer at the Israeli show was Captain International Industries of Montgomery, Pa., which displayed its instant room service—a unique dispensing system for liquids and ice.

American firms displaying hotel and catering equipment were: Amana Refrigeration, Inc., Amana, Iowa; Am-Ex Express Reservation Services, Inc., subsidiary of American Express Co., New York; Atco Corp., Chicago; Barbecue King, Inc., Greenville, S.C.; Clark Floor Machine Co., Muskegon, Mich.; Culligan Inc., Northbrook, Ill.; General Bathroom Products, Elk Grove Village, Ill.; J. C. Pitman & Sons, Inc., Concord, N.H.; Raburn Products, Inc., Wheeling, Ill.; Sico Inc., Minneapolis; A. Torres Export, Inc., Chicago, representing Taylor Freezer, The Broaster Co., and Karma, division of Brandt Automatic Cashier Co.; Pellerin Milnor Corp., Kenner, La.; Uniflow Manufacturing Co., International Division, New York.

PEERING INTO A BARBECUE KING OVEN during the Tel Aviv exhibition Oct. 5-11, are a firm official and Moshe Kol, Israeli Minister of Tourism, second from right. More than 4,000 visitors registered for the fair.

Participating companies in the medical-surgical field include: Baka Manufacturing Co., Inc., Plainville, Mass.; Halen-Elliot Instrument Corp., New York; Gilson Medical Electronics, Inc., Middleton, Wis.; International Equipment Co., Needham Heights, Mass.; Puritan-Bennett International, Inc., Baltimore; Radiation Machinery Corp., Parsippany, N.J.; Ritter Co., Rochester, N.Y.; Smith Kline Instruments, Inc., Corbin-Farnsworth Division, Palo Alto, Calif.; Ivan Sorvall, Inc., Norwalk, Conn.; Travenol Laboratories International, Morton Grove, Ill.; Diapulse Corp. of America, New Hyde Park, N.Y.; The Virtis Co., Inc., Gardiner, N.Y.

Members of the machine tools displays were: Airline Welding & Engineering, Inc., Gardena, Calif.; Graco Inc., Minneapolis; Houdaille International, Schiller Park, Ill.; Jarvis-Telco Corp., Middletown, Conn.; Norton International Inc., Worcester, Mass.; Onsrud Machine Works, Inc., Niles, Ill.; Rahn Granite Surface Plate Co., Dayton; Speedfam Corp., Des Plaines; Sunnen Products Co., St. Louis.

Chemical processing equipment manufacturers taking part in the exhibition include: Automatic Switch Co., Florham Park, N.J.; Chemcon, Inc., Medfield, Mass.; E. I. Du Pont de Nemours & Co., Inc., Wilmington, Del.; Ion Exchange Products, Inc., Chicago; Marsh Stencil Machine Co., Belleville, Ill.; Schutte and Koerting Co., Cornwells Heights, Pa.

SPEEDFAM CORPORATION OFFICIALS discuss the firm's display of optical flatness measuring devices and associated supplies for a group of visitors.

Speedfam was one of 46 exhibiting companies. On the right, an artificial kidney draws attention to the Travenol Laboratories booth at the exhibition.

Prime Scandinavian construction market object of February Trade Center show

Residential activity will aid U.S. manufacturers of advanced building materials, construction tools, heating-ventilating equipment

Residential construction activity in Scandinavia has created a promising four-country export market for U.S. manufacturers of advanced building materials, construction tools and heating-ventilating equipment.

To help American manufacturers of these products introduce their latest merchandise to Scandinavian buyers, the U.S. Department of Commerce will stage an exhibition of construction materials, tools and equipment—Scan-Build '70—at the U.S. Trade Center in Stockholm, Feb. 18-24.

Market research by the Department's Bureau of International Commerce shows these facts about the construction industry in Scandinavia:

The total Swedish building materials and equipment market is now running over $2 billion a year, with market sectors having potential for U.S. manufacturers now estimated at $578 million.

Sweden needs new apartment buildings and houses. Fifteen percent of its building materials and construction equipment needs are filled by imports and U.S. suppliers already furnish more than 10% of these imports. In 1967, this share amounted to $8.2 million.

Norway also is moving to relieve housing shortages. This year's requirements are for 34,000 family units and 2,000 bachelor units. Annual Norwegian imports for this industry approach $7 million.

Housing starts in Finland will increase in the wake of the country's economic expansion. Annual housing construction is currently between 35,000 and 40,000 dwelling units, of which 68% are apartment units.

The Danish market for building products and construction equipment exceeds $400 million, of which more than 25% is imported.

Denmark last year counted 45,000 housing starts, matching its 1967 level, while apartment house construction jumped 13%.

Scandinavian market trends show a greater use of plastics in all phases of building; paneling and resilient floorings are on the increase, and due to the construction of high-rise apartment and office buildings, steel manufacturers will find a larger market for their products.

Market trends also visible in current research show a higher interest in prefabricated units, an increase in construction of small homes, and projects which lend themselves to large-scale production and standardization.

BIC's market research shows the following products have the highest sales potential in Scandinavia:

► Heating, ventilating, air conditioning equipment—Air conditioning systems (all sizes), electrostatic precipitators, electric baseboard heating systems, humidifiers, systems combining air conditioning and heating.

► Tools—Air tackers, automatic nailers, caulking guns, hydraulic pipe cutters, pipe-threading machines, plaster and mortar machines, saws and mills, screeders, trench diggers.

► Building materials—Acoustic panels, bathroom and plumbing fixtures, construction adhesives and applicators, exterior siding and roofing materials (lightweight and corrosion free), fire detection and extinguishing equipment, flooring (including seamless) and resilient flooring, indoor-outdoor carpeting, garage and industrial doors.

► Also garbage disposal (nonsewage) systems; glass (not flat) including insulated, pressed and molded block; insulating materials; lighting fixtures (indoor-outdoor) and other electrical products; materials for walls (including special paneling); plastic and special paints; roofing; special ceiling systems and materials; windows; and other aluminum products.

Potential agents and buyers including contractors, construction engineers, architects, and government officials will be invited to the exhibition through an active market development campaign in Scandinavia.

Commerce Department exhibitions have shown widespread demand in major world markets for U.S. materials and equipment for the construction industry.

A February 1966 exhibition of architectural hardware and building materials brought 34 U.S. manufacturers to the U.S. Trade Center in Tokyo. They registered sales of more than $2.5 million in a year as a direct result of the show.

The Milan Trade Center in March 1967 was host for displays by 33 U.S. manufacturers of heating, ventilating and air conditioning equipment, of which 12 were new to the market. Exhibitors appointed 11 agents and made first-year sales of $1,126,000.

U.S. manufacturers of building products and construction equipment interested in the Commerce Department exhibition in Stockholm Feb. 18-24, may obtain an exhibitors export market guide IMIS 69-81 and further information from A. J. Beiring, U.S. Department of Commerce (BIC-946), Washington, D.C. 20230 (202-967-3714) or from any of the Department's Field Offices.

Tokyo packaging exhibition scheduled next September

The application deadline for the 1970 Tokyo International Packaging Exhibition, TOKYO-PACK, has been set at Jan. 31, 1970. The fair will be staged at Harumi Fair Grounds Sept. 22-28.

Sponsored by the Japan Packaging Machinery Manufacturers Association and assisted by the Japan Packaging Institute, the September show is expecting 70,000 visitors. At the last biennial event, more than 800 booths were mounted.

Interested U.S. companies should contact the fair's Secretary General Moto Kono, Honshu Bldg., Ginza Higashi Chou-ku, Tokyo, Japan.

Five new trade exhibitions added to 1970 schedule of New Zealand promotions

Five additional trade fairs have been added to the 1970 schedule of events in New Zealand. U.S. companies may participate in the events and should contact: Industries and Commerce, Bowen State Bldg., Bowen St., Wellington, New Zealand.

General exhibits and displays of New Zealand manufacturers will dominate the New Zealand Easter Show, Mar. 13-31, at the Epsom Showgrounds in Auckland.

The Waikato Winter Show, May 22-June 1, will feature general product categories and will be staged at the Claudelands Showgrounds in Hamilton. The Dunedin Winter Show, a general trade fair, is set for May 28-June 2 and will be held in Dunedin.

From Aug. 20-Sept. 5, another general exhibition will occur in Wellington. Titled The New Zealand Trade Fair, it is scheduled to be held in Wellington's Show Buildings.

The last event is the Waikato Agricultural and Pastoral Association Show, set for Oct. 29-31, in Hamilton.

Mexican upturn holds

Manufacturing industries pace strong production growth; consumer spending surges

Mexico, while affected to some extent by external financial forces, is still making good economic progress according to the Economic Trends Report from the U.S. Embassy in Mexico City.

In recent months money and credit have become tighter and more expensive, contributing to some pressures on prices, with the result that more stringent efforts are being applied to keep prices in line. Production, especially in the manufacturing industries continues to show strong growth and sales are firm. Consumer spending surges ahead.

Government investment expenditures, along with those of private interests, are higher than ever. The investment climate is still very favorable. However, business firms may face additional squeezes on profits, particularly from early 1970 on, due to increased taxes and higher labor costs from pending legislation.

The Mexican economic scene must also be viewed from the standpoint of the present Administration's tenure. Almost into the final year of its six-year term, it has not shown signs of any unusually high end-of-term spending. The major public works projects of this Administration were in fact under way more than two years ago—the Olympic installations and the Mexico City subway, the first line of which was opened in September.

Trade picture improves

After two years during which Mexico's chronic trade deficit widened to a record level, the trade situation showed remarkable improvement in the first seven months of 1969. During this period exports were 20.1% over those of a year ago, when they were up only 1.7%. On the other hand, imports were held to a 4% increase in comparison with 14.5% in the same period of 1968.

While a large factor in the overall increase of exports was a strong improvement in agricultural exports, much more significant was the performance of manufactures, exports of which were up almost 37%. As always, sugar and other processed food stuffs were counted as manufactures, but these were only about 12% of the total. The rest were various manufactured articles, including machinery, chemicals, petroleum products and textiles.

The percentage of manufactures within total exports reached a record 27.8% during the first seven months of the year, as compared with about 20% over the past several years. Manufactures also were in much higher proportion in Mexican exports to countries of the Latin American Free Trade Area (LAFTA), which increased through July at a rate of almost nine times the increase rate in 1968.

The foregoing may reflect some solid progress in public and private efforts to achieve a more competitive position for the products of Mexican industry in export markets.

Mexico's long-standing policy of protection for new industry has been under review in recent years, so that definite limitations are now imposed on the time that manufacturers may be without import competition. Incentives, such as certain tax exemptions, have been provided for new industry, particularly for that established in areas remote from the largest cities and, even more important, making use of the latest technology, often acquired in a joint venture.

At any rate, the various measures aimed at increasing manufactures and their export seem for the first time really to be showing results.

The seven-month trade figures also reflect a determined effort toward restraint on the import side. Public imports were actually off 7.2% from their level of 1968. Private-financed imports were up only 7.2%, as compared with almost 15% in the same period of 1968, despite continued demand for imported components for use in Mexico's growing industrial complex.

The share of U.S. products in Mexico's total imports maintained its relative position in 1968, for the first time in several years. Mexicans generally appreciate the quality of American goods but they are subjected to trade pressures from other industrialized countries in two ways. First, they wish to broaden the market for their own export commodities and accordingly are inclined to import more from the countries which take those commodities. Second, other countries are becoming more vigorous in their sales promotion efforts and in providing financing, prompt servicing of equipment and spare parts.

The foregoing means that U.S. exporters and financial institutions must make alert and imaginative sales efforts. A notable example was the U.S. Department of Commerce exhibit, EXPO MAQ, held in Mexico City in September, showing sophisticated U.S. machine tools. Paralleling the exhibit was a well attended Mexican-U.S. Congress of Manufacturing Engineering. Also in connection with this exhibit, the Export-Import Bank made available a one-year relending credit to four leading private Mexican investment banks to be used to finance 90% of the cost of purchases by Mexicans of the items exhibited or of items similar to those exhibited.

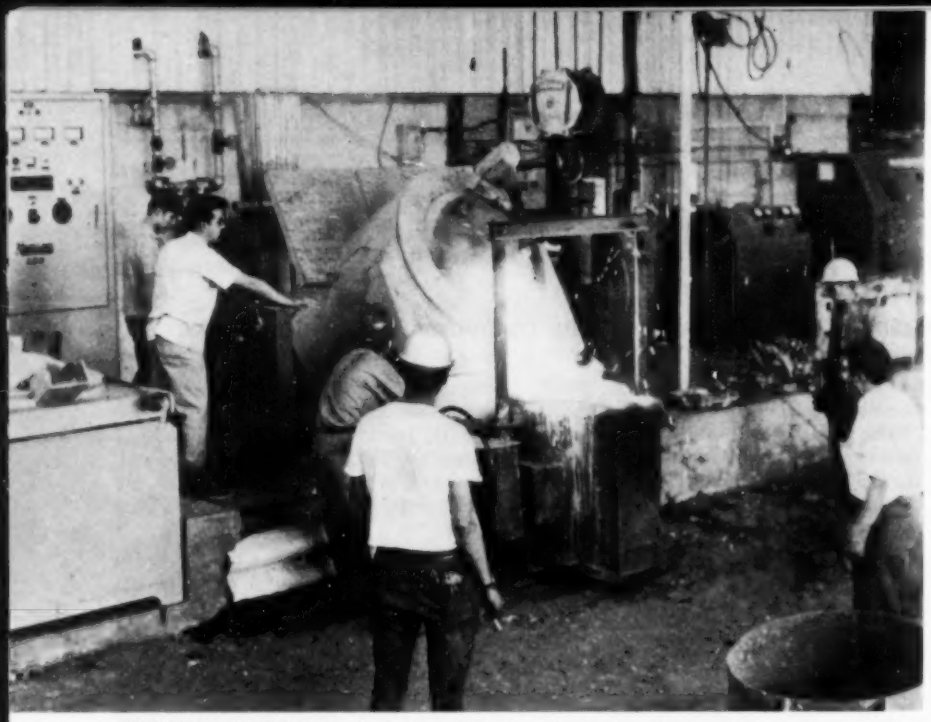
EXPO MAQ (with the engineering meeting) and the financing arrangements, which also included FCIA credit insurance

Extremely sensitive

Mexico, because it is trying so hard to expand exports, is extremely sensitive to any protectionist trends in the United States, its largest market, and reacts quickly to actions that might in any way restrict export opportunities or other possibilities for foreign exchange earnings.

The case of size restrictions on tomatoes for the U.S. market and the excitement it caused in Mexico in early 1969 is now well known. For several weeks in September and October there was great concern in Mexico because of Operation Intercept, which it feared would drastically reduce its earnings from border tourism and from wages paid "green card" holders who might lose jobs on the American side of the border.

Fortunately, recent bilateral discussions on both the tomato and the narcotics problem have helped to alleviate somewhat these irritants to Mexican-U.S. relations.



STRONG OUTPUT GROWTH in Mexico's manufacturing industries is pacing a continuing economic upswing. This foundry near Mexico City, which opened in June, is an affiliate of Inductotherm Corp., Rancocas, N.J.

for U.S. commercial bank financing, were all highly successful. Each of the private investment banks has already made a number of loans from the relending credit and has under consideration various other applications.

Mexico's investment climate is one of the best in Latin America for prospective U.S. investors. The record of political and financial stability and lack of exchange restrictions are strong pluses. Investment proposals with the strongest chance of approval by Mexican authorities are those which include Mexican capital participation, which offer prospects for the introduction of new technology, which will be located in the smaller states and towns to provide employment for the local population, and which will produce mainly, if not entirely, for export.

Besides the industrial possibilities, U.S. investors should also be alert to the opportunities for the development of more hotels and other tourist facilities in connection with Mexico's efforts to encourage greater earnings from tourism.

The deficit on current account in the Mexican balance of payments for 1968 was due mainly to the record trade gap. Since the trade picture has improved markedly during 1969, the still negative balance will have less effect on the current account. However, the net earnings from tourism, border transactions and other invisibles may be somewhat less than in 1968; therefore, the current account deficit may still be almost as large as in 1968.

While the number of tourists to the interior of Mexico has been growing at a rate of almost 14% this year, the number of Mexicans traveling abroad has increased dramatically. U.S. Immigration Service figures show an increase of almost 90% in the number of Mexican tourists entering the United States in the first six months of this year.

Despite the persistent deficit on current account, Mexico's balance of payments has stayed in the black because of gains on the capital account. The country's excellent external credit rating permits continued generous borrowing from international agencies and from public and private sources in the United States, Europe and Japan for purposes of economic development. It is the Government's policy to borrow in amounts that will not make interest and amortization payments too heavy a burden.

In addition to expansion of the industrial base of the country, which in itself will mean more job opportunities, important investment funds continue to go into development projects to benefit the rural and agricultural sectors. Also, serious study and consultation continue concerning international loans to help finance the infrastructure needed for the creation of new tourist areas on both coasts of Mexico.

President Diaz Ordaz has stated that the objective of all investment, public and private, should be the creation of more jobs. He stressed that the Government had chosen a balance between the use of foreign and internal resources to advance its original objective of greater and broader purchasing power of the masses. He pointed to the rural problem as still the most serious, despite greatly increased investment in the agricultural sector, and to certain acute urban problems created by the influx of job seekers from the country. Making a strong case for better income distribution, the President called for cooperation from all groups, public and private, in meeting still unresolved social and economic problems and the legitimate demands of the less privileged.

It is generally expected that the Mexican GNP will achieve another year of over 6% growth in real terms. Recent internal interest rate increases of from 1 to 3%, for the sake of competitiveness internationally, and further central bank restraint on the expansion of the money supply may make fourth quarter economic activity relatively quiet after the buoyancy of the first three quarters.

Private investment is concentrated in manufacturing, not only for new enterprises but for expansion of capacity in such basic industries as steel, cement and chemicals.

Evidence of the generally high level of consumer demand is seen in strong sales of household durables. Through September refrigerators and stoves were selling at more than 15% over 1968.

As of the end of August the year-to-year increase in the index of wholesale prices (210 items) for Mexico City was only 1.8%. Many essential consumer items are under price control. Recent shortages of meat and other food stuffs, due in part to continued drought in north-central Mexico and heavy floods in the southeast, have brought such pressures on food prices that many retail outlets have been fined or closed for exceeding price ceilings, and the overall price levels may show more upward movement.

Manufacturing leads the way

Through September, including the usually slower summer months, production and sales of most industrial items remained generally well above their rates of increase in 1968. Showing particularly strong growth were cement, aluminum, artificial fibers, chemicals, fertilizers and paper. Although steel, due mainly to capacity ceilings, and automobiles were being produced at lower rates, the increases for these and other leading manufactures just named were on the whole over 11% higher than in 1968.

Though at lower levels than prior to the Olympics, there is still a great amount of construction by the public sector. There has been a somewhat slower growth of

private construction, due mainly to tighter mortgage money, notwithstanding the 11% increase in new Federal District building permits issued through August. To meet increasing needs of industry and private dwelling users, generation of electric power increased 11.2% through July.

The improved growing conditions of 1968 and early 1969 were responsible for significant increases in agricultural production, as reflected in trade figures through July. Cotton, Mexico's number one export, was up about 45%. Other 1969 export increases were 30% for sugar, 27% for corn, 21% for tomatoes and 34% for fresh fruits.

During the first seven months of this year most important minerals except sulfur showed higher production levels than in 1968 and exports showed increases in both value and tonnage. Most of these increases were responsive to higher prices in the world market, while others were due to greater domestic demand for minerals in industry and construction. Several important mining companies have revealed plans to expand capacity.

In petroleum there has been a significant expansion of drilling, refinery and distribution facilities. If projected plans are completed they would mean an increase of some 29% over Pemex investments of $400 million in 1968. Reflecting increased internal demand for petroleum products, Pemex in both 1968 and the first half of 1969 imported more petroleum products than it exported. In the first seven months of 1969 its domestic sales increased by some 13% over the same period in 1968.

Profit squeezes

The Mexican Government's watchful eye over inflationary forces means, of course, some profit squeezes on producers. Manufacturers are faced with higher costs of (1) raw materials and other components, especially those imported; (2) funds for working capital or expansion; and (3) labor, as contracts are renegotiated. Adding to these costs significantly, according to most observers, will be the expected passage of two bills now before the Mexican Congress: a new value added tax and a thorough revision of the Labor Law. The proposed labor legislation contains a provision that management must finance housing for employees, which may possibly be done by a payroll tax.

Prospering Swiss are now buying more American products, but U.S. market share is shrinking

Shipments from EEC, EFTA nations growing much more rapidly than from U.S.; no relief seen from persistent labor shortage

The Swiss economy continued to operate at a very high level during the first six months of the year according to the Economic Trends Report from the U.S. Embassy in Bern.

Exports, continuing the upward trend evident during 1968, advanced rapidly and by the end of June registered an increase of almost 16% over the corresponding period last year. Imports were also higher (up 14.7%) and included a 4.3% rise in purchases from the United States. At the same time, exports to the United States rose by only 2.5% over the first six months of 1968.

By the end of the summer, imports from all sources began to rise even more rapidly, with the highest increases noted in raw and semi-finished materials, including chemicals, metals, textiles, leather, and plastics. These were followed by imports of consumer items, with clothing, household appliances, and radio and TV equipment and accessories leading the way. Heavy equipment, particularly machinery, was also imported in larger quantities, though a slight decrease was noted in utility vehicles.

On the export side, chemicals, coloring additives, metal products and watch-parts continued to be the biggest gainers, followed by machinery and varied consumer items, including food products and other non-durables.

American export opportunities to Switzerland for the balance of the year, and probably throughout 1970, should remain excellent. Among the signs pointing to a favorable outlook for American companies interested in the Swiss market are the marked advance in consumer consumption following a long period of stagnation, and the rise in disposable income resulting from higher salaries and increased social security benefits granted last year.

Perhaps even more important, is the growing demand for imports resulting from an increasingly strained productive capacity, much of which is used to produce goods for the more profitable export market.

Once again, demand will be high for labor-saving capital equipment, particularly in the construction and service industries. The latter sector will be especially hard pressed to find adequate labor to meet growing demands, and hotel, restaurant and catering equipment designed to operate with a minimum of labor can expect a favorable reception in the Swiss market.

The demand for U.S. consumer products is also expected to increase. This should include a wide variety of do-it-yourself items, kitchen and household appliances, gardening tools and supplies, automobile accessories and gadgets, toys, filtered tobacco products as well as cigars and pipes, frozen foods (very few of which are produced in Switzerland), and leisure-time clothing and equipment. Also in increasing demand and perhaps reflecting

U.S. could do better

Part of the divergence between the increase in U.S. and European exports to Switzerland can be attributed to significant increases in Swiss imports of raw materials and food products of a type traditionally bought from neighboring European countries.

On the other hand, imports into Switzerland of consumer items other than food products increased during the same period by over 18%, indicating that, at least in this area, the U.S. share of the Swiss market leaves something to be desired.

As noted earlier, imports of consumer items should continue to advance rapidly, at least for the next several quarters. Given more aggressive "salesmanship" plus a willingness to compete in the area of prices, there is no reason why the American share of this market should not be higher.

more than any other indicator the growing level of Swiss affluence—is swimming pool equipment for private homes.

While American exporters can look forward to a growing and prosperous Swiss market, they should bear in mind that most Swiss firms are reluctant to import on the basis of letters of credit. This tendency is expected to become even more pronounced as the result of recent National Bank actions taken to tighten the availability of domestic credit. Consequently, flexibility in the extension of credits by exporters will assume added importance during the coming months.

While the value of American exports to Switzerland increased by 3.2% during the first half of this year compared to the same period in 1968, purchases from Switzerland's main trading partners—West Germany, France and Italy—were advancing by 13.1%, 10%, and 10.7%, respectively. At the same time, the value of imports from the combined EFTA countries increased by more than 22%.

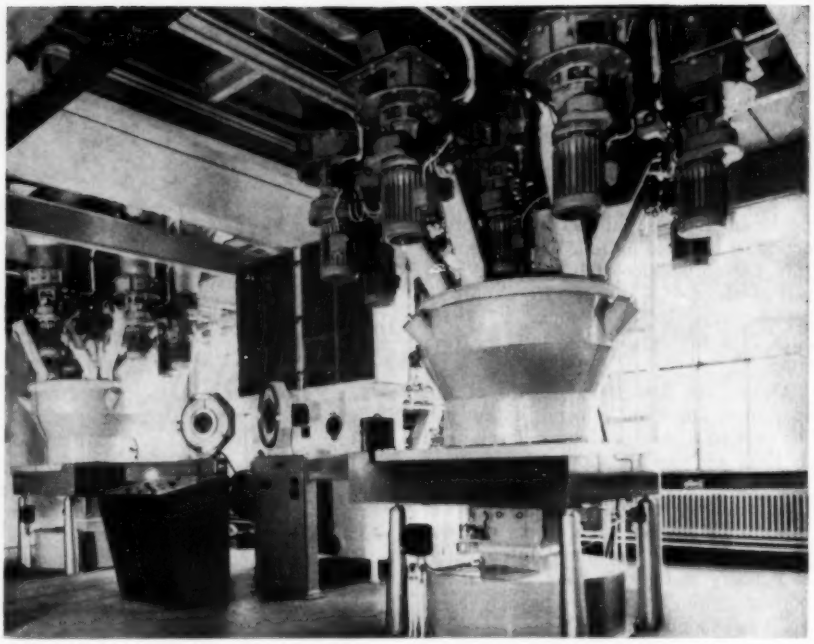
Industrial activity up

Despite the acute labor shortage, industrial production has continued to move ahead and the rate of increase was 10% higher during the first six months of this year than in 1968. Once again, the biggest increases were registered by export-oriented industries, primarily chemicals, machinery and textiles. Even with growing rationalization, however, much of the productive industries are now running very close to capacity, and demand, particularly for consumer items, is beginning to outrace production.

Plans for industrial construction, following a leveling off for the past several years, have slowly started to move ahead once again. Highest increases are noted in plans for entirely new industries, followed by expansion of existing plants. Also, indications are that residential building will begin to move ahead rapidly in view of the number of permits granted last year (up 15% from 1967) as well as the 6% increase noted during the second quarter of this year. Moreover, by the end of June, residential construction actually in progress was up by 10% over the comparable period in 1968.

After remaining stagnant throughout most of 1968, domestic consumption has begun to move ahead at an accelerated pace. By the end of June, retail-trade turnover was over 7% higher than last year, with purchases of clothing and food items showing the biggest advances. Also increasing were sales of office equipment, furniture, jewelry, watches, and toilet articles.

Measured in real terms, the increase in domestic consumption was equally as satisfactory, since prices on most items rose only by very moderate amounts. While complete statistics are still not available, it also appears that the demand for services increased at about the same rate as for goods.



DEMAND FOR LABOR-SAVING MACHINERY is strong in Switzerland, where there is no end in sight to the acute labor shortage. This food processing machinery is installed in a modern factory near Zurich.

Both wages and prices rose slowly during the first half of the year. Salaries increased by 2.5% during the first quarter compared to last year, but in the second quarter remained almost stationary. Highest increases went to workers in the leather, jewelry, metal and machine industries.

The consumer price index also experienced a moderate increase, advancing by 2.5% by the end of September over the same month last year. The movement in wholesale prices was somewhat higher, increasing by 3.7% since September of 1968.

Labor still scarce

Switzerland's long-standing labor shortage, often described as the Achilles Heel of the Swiss economy, continued to be acute with no relief in sight. By late summer, the total number of registered unemployed in the entire country dropped to 62 persons, compared to an average of about 300 unemployed in 1968. Against this figure, the Swiss Federal Office for Industry and Labor announced that registered vacancies had now reached almost 4,700.

Despite the shortage of labor, the quota of foreigners allotted each industry was further decreased by 2% in April. This followed a 3% reduction ordered by the government just twelve months previously. This latest reduction was attributed primarily to political pressure on the part of large segments of Swiss organized society, including the trade unions, and was also a reflection of the Swiss government's intention to stabilize the number of foreign laborers at about its present level.

Percentage is rising

Foreigners now comprise about 35% of the total labor force, with the proportion slowly increasing each year as a result of (1) the difficulty of administering the present system, (2) the filling up of unused quotas by industries benefiting from the improved economic climate, and (3) miscalculations as to the number of foreigners expected to return to their homeland in any given period.

It is widely expected that new regulations governing foreign labor will be enacted sometime next year, and that they will probably call for still another reduction of 2 to 3% in the present quotas. Also anticipated are more liberal laws regulating the assimilation of foreign workers and their families into Swiss society, including provisions for less rigid standards governing the acquisition of Swiss citizenship.

Japan names items on Import Quota list to be liberalized by end of 1971

List reflects many months of internal deliberations, discussions with U.S.; Government says that at least half of items on list are to be removed

The Japanese Government has formally released a list of commodities currently under restrictive import control which will be liberalized over the next two years.

The list reflects many months of deliberations within the Japanese Government, as well as a series of bilateral discussions between Japan and the United States. (See INTERNATIONAL COMMERCE of Oct. 27 for a report of the latest discussions and other recent trade actions by Japan.)

On the basis of complete four-digit BTN categories, the number of items to be liberalized—that is, removed from the Import Quota (IQ) list—totals 55, but the Japanese Government notes that an effort will be made to raise this number "to the level of 60 or more by the end of December 1971." This would generally be in line with earlier Government announcements that the IQ list (which according to Japanese Government calculations totaled 120 items prior to Oct. 1 when it was reduced to 118) would be reduced by at least one-half during that period, implemented at periodic intervals.

The latest announcement was in the form of a decision, dated Oct. 17, taken by those members of the Japanese Cabinet who are concerned with trade liberalization: the Minister for Foreign Affairs, Minister of International Trade and Industry, Minister of Agriculture and Forestry, Minister of Finance, and the Director-General of Economic Planning.

Full text translated

A translation of the full text of the announcement, titled "Promotion of Import Liberalization," follows.

In accordance with the basic policy embodied in the Cabinet decision dated Dec. 17, 1968, to the effect that the Government should promote import liberalization with the aim of contributing to the development of the Japanese economy as well as the expansion of world trade, the Ministers concerned hereby decide as follows:

► Items under residual import restrictions concerning which liberalization should be carried out by the end of December 1971, in accordance with the decision reached at the consultative meeting of the Ministers concerned of July 18, 1969 are, for the time being, those enumerated in the attached list (see below). However, the authorities concerned should make further efforts to increase the number of items to be liberalized to the level of 60 or more by the end of December 1971 and should report the results of such efforts or examination to the consultative meeting of Ministers concerned by the end of March 1970.

► In view of recent circumstances both at home and abroad, it is necessary to promote further liberalization of imports. The Government should, therefore, endeavor, to the extent possible, to accelerate the liberalization of the restrictions other than those listed below so that they may be liberalized by the end of December 1971, and should, in addition, continue to make maximum efforts so as to be able to carry out substantial liberalization of the other remaining items.

Live horses (01.01); unrendered pig fat (02.05); manioc for feeding purposes (ex 07.06); dried dates (08.01); fresh grapefruit (ex 08.02); fresh grapes (08.04); fresh apples (08.06); pineapples (whether or not cooked), preserved by freezing, not containing added sugar (08.10); grapes, apples and limes, provisionally preserved by sulphur dioxide gas or other preservative gases (ex 08.11); coffee (in containers of net content of 400 grams or over) (09.01); black tea (09.02); powdered fruits (11.04); potato flour, meal and flakes (11.05); gluten and gluten flour (11.09); peanuts for oil extraction, rapeseeds and mustard seeds (ex 12.01); soybean oil, peanut oil, rapeseed oil, mustard seed oil, cottonseed oil, corn oil, safflower seed oil and sunflower seed oil (15.07); margarine and shortening (15.13); preparation of roes of cod and herring (16.04); scallops, adductors of shellfish and cuttlefish, smoked (16.05); chewing gum (ex 17.04).

Cake mixes (19.02); macaroni, spaghetti, and similar products (19.03); preparations for food obtained from starches (19.04); puffed rice, corn flakes, and similar products (19.05); pineapples preserved by freezing, containing added sugar (20.03); lemon juice (ex 20.07) bases for beverages, non-alcoholic (ex 21.07); lemonade, flavored spa waters and flavored aerated waters, containing added fruit juices, excluding nectar (ex 22.02); grape must (22.04); wine of fresh grapes (22.05); vermouths and similar wines (22.06); whisky, brandy and liqueurs (bottled bourbon liberalized Apr. 1, 1969; brandy and liqueurs liberalized Oct. 1, 1969) (22.09); whale meal (ex 23.01); residues of starch manufacture (23.03); oil cake and other residues resulting from the extraction of soybean oil, rapeseed oil or mustard seed oil (23.04).

Other natural graphite, amorphous (25.04); tungsten ore (26.01); coke and semi-coke of coal (27.04); malt sugar, sorbose and other sugars (chemically pure) (29.43); chloramphenicol, tetracycline and cycloserine (29.44); preparations of the foregoing, and preparations of penicillin or streptomycin (30.03); fruit flavors containing fruit juices (33.04); color film (37.02); patent leather and imitation patent leather (41.08); articles of apparel of leather (42.03); wood charcoal (44.02); "wara mushiro" (a type of straw mat) (46.02); "wara kamuasu" (a type of straw sack used for the packing of goods) (46.03); wool fabrics (53.11); ramie (54.02); embroidery (58.10); parts of footwear of leather (64.05).

Synthetic precious or semi-precious stones (71.03); tool-tips (82.07); steam generating boilers (84.01); water cooled diesel engines and internal combustion piston engines for motor vehicles and parts of internal combustion piston engines (84.06); automatic printing machines (liberalized Oct. 1, 1969) (84.35); industrial sewing machines (liberalized Oct. 1) (84.41); typewriters (84.51); electronic calculating machines (table type) with memory capacity of less than 2,000 bits, without printer (ex 84.52); crank shafts (84.63); electric generators, with a rating of more than 400,000 kilowatts (85.01); integrated circuits with less than 100 elements in circuit, of digital or linear type, and thermionic valves and tubes (thermionic valves and tubes liberalized Oct. 1) (ex 85.21); used motor vehicles for the transport of persons (87.02); chassis fitted with engines (87.04).

A note to the listing states: "Upon the implementation of the above liberalization, it may not be extended, in compliance with the GATT, to imports from those countries which exercise discriminatory treatment against imports from Japan."

Regional study leads IDB to offer aid for River Plate projects

The Inter-American Bank (IDB) has said it is prepared to finance additional specific technical assistance and loan projects designed to foster the integrated development of the vast 1,235,200-square-mile River Plate Basin, which is shared by Argentina, Bolivia, Brazil, Paraguay and Uruguay.

The Bank stated its readiness to consider applications from the five nations for assistance designed to carry out specific projects, as well as preinvestment studies of integration projects which could be financed by external agencies.

The IDB is already executing a number of projects involving joint development in the basin, which is the second largest in Latin America, and has completed a general survey study, requested by the five countries, which identifies 86 regional development programs and projects in the area. It has been presented to the five governments involved and is now under their consideration.

The study is expected to contribute to the execution of a program of multinational, binational and national projects designed to accelerate the region's economic and social growth. Initiated in 1966, the study places particular emphasis on identifying the principal development projects in the region, especially those connected with the region's water, transportation and power resources.

What study contains

The eight-volume study includes a wealth of maps and technical data. The first volume contains a general description of the economic and social situation of the region; its geography; its topography; its hydrology; its population, and its infrastructure. Two more volumes describe the region's hydrologic resources, and possibilities for their utilization and development, in more detail. A fourth concentrates on transportation and a fifth is devoted to power resources, with an analysis of present supply and demand, and projections for the future. The sixth contains a list of the 86 programs and projects. Some of these are already in execution, but most are in various stages of study and planning. Another volume deals with joint development of common boundary areas and the last one contains statistical data.

Mark move: little immediate impact

In their annual prognosis the six leading German economic research institutes anticipate only a small immediate effect on German foreign trade of the recently announced revaluation of the German mark. The institutes forecast a slackening of foreign demands due to the revaluation and to slower foreign growth rates.

The full impact of the revaluation on German exports will not be felt, however, before the latter part of 1970, due largely to the extremely high current foreign order backlog. The effect on German imports is not expected to be significant because of the comparatively small difference between the rate of revaluation and the 4% import bonus granted until recently to German importers of non-agricultural products.

The German Government ordered a 8.5% upward revaluation of the German mark effective Oct. 27. The U.S. dollar will now buy 3.66 marks as against 4 marks before the revaluation. The mark will be equal to 27.3224 cents instead of 25 cents. This change of the par value increases the dollar equivalent of the German mark by 9.28%.

AMA to examine present world monetary situation

The American Management Association will hold an international seminar, Nov. 20-21, at its New York City headquarters on the subject of "International Corporate Strategy—An Approach to International Capital Markets."

Participants in the sessions will examine the current international monetary situation. A special feature of the meeting will be the presence of bank officials from several European countries.

Contact: The American Management Assn., Inc., AMA Bldg., 135 West 50th St., New York, N.Y. 10020. Tel. 212-586-8100. TWX 710-581-6530.

New Zealand to study higher tariffs on several imports

To determine whether further protection from imports is warranted, the New Zealand Tariff and Development Board has given notice that several public inquiries will be held in Wellington.

The products to be reviewed with the date of the inquiry in parentheses are: babies' and young infants' clothing (Oct. 28); printing machine rollers (Oct. 31); canned pineapple (Nov. 13); vacuum pumps (Nov. 25); expanded metals of iron or steel, copper, and aluminum (Nov. 26); pine oils and terpineol (Dec. 1); molding boxes and molds (Dec. 3); electrical power transformers with a rated input voltage exceeding 240 volts (Feb. 2).

U.S. suppliers of these products to New Zealand should refer to the Feb. 10 issue of INTERNATIONAL COMMERCE, which describes the procedures to be followed in submitting evidence to the Tariff and Development Board.

Interested exporters can obtain copies of the applicable Tariff Board notices from the Far Eastern Division, Bureau of International Commerce (BIC-892), Department of Commerce, Washington, D.C. 20230.

New Spanish power plan downgrades hydroelectricity

The Spanish Government has recently published a National Electric Plan which projects demand, consumption and installed potential for the years 1972 through 1981. Demand for electrical energy is expected to rise from 63,800 million kwh. in 1972 to 154,600 million kwh. in 1981, a rise of 142%. In 1967, production was 40,637 million kwh.

Increased emphasis will be given to non-hydroelectric means of generating electricity; and the percentage of electricity generated by hydroelectric stations will fall from an estimated 56.9% in 1972 to 43.1% by 1981.

On the other hand, the proportion of power generated in atomic plants will rise sharply from 3.2% by 1972 to 21.8% in 1981. This will require a very large investment in atomic power generating facilities.

The Plan also sets forth requirements for domestic Spanish participation in the construction of power plants needed to meet the goals detailed in the National Plan for the 1972-75 period. Eighty-five percent by value of hydroelectric projects constructed during that period must be produced or contracted for domestically; 60% of thermoelectric projects and 50% of atomic projects are subject to the same requirements.

French and Swiss manufacturers offer variety of products for U.S. licenses

Grass, agricultural mowers, automatic car washer, radiator valve, massage device, electronic doll among goods available to companies

Products offered by firms in France and Switzerland for U.S. licenses are motor mowers for grass, agricultural vehicles in hilly areas, an automatic car washer system, automatic radiator valve, massage device and an electronically operated doll.

For additional information and the name and address of the firm, write the Office of International Investment, 874, Bureau of International Commerce, Department of Commerce, Washington, D.C. 20230, referring to the appropriate File number assigned each opportunity.

• Licensing rights are offered U.S. companies by the maker of agricultural machinery for its grass and crop cutter bar type power mowers and "cargotracs" designed for hilly areas.

Many of these mowers are used in Switzerland and neighboring countries. It will take a five-foot cutter bar and is capable of mowing on slopes up to 80%.

The "cargotracs" are pick-up vehicles used by farmers and foresters for performance on steep slopes. The loading capacity is 1.6 tons. Various attachments are available: snow throwers, belt pulleys, manure vessels, pumps and sprays, fertilizer dispensers, etc. The "cargotrac" has an air cooler, two cylinder, 22 HP diesel engine and has been used widely by farmers in mountainous areas of Europe since 1964. **File 1816**

• A prominent Swiss firm offers a manufacturing license for a newly developed, fully automatic and electronically controlled car washing system.

The equipment operates a three-brush system that adapt themselves to the exact shape of the particular vehicle, large, miniature, etc., and goes through the washing process twice, forward for the wash or shampoo and backward for the rinse and optional liquid wax applications.

The washing process is initiated by pressing a start button which releases the fully automatic program.

The length of travel and depth of brush plunge is adapted to the individual automobile—three to four minutes is average run-through time and the machinery can be installed in smaller garage areas with either closed end or drive through installations. **File 1817**

• A manufacturer of electrical apparatus and specialized valves in Switzerland offers a manufacturing license for a newly developed, fully automatic, radiator valve which should simplify known boiler control devices.

Some of the features of the valve are: maintenance of a constant tank temperature preventing low temperature corrosion of tanks with warm water boilers; installation may occur after completion of the building; it is equipped with a special electrical control device where different temperature regulation programs can be set; the valve further permits an independent, individual temperature setting in each room; and a visible, instantly reacting temperature adjustment. **File 1818**

• A French inventor wishes to sell licensing rights to manufacture and sell a massage device in the U.S.

The device has an electrically driven head turning at 200 revolutions per minute to which are attached three small plastic balls which rotate against the part of the body to be massaged. The inventor claims the effectiveness of the device in massage is due to the design and flexibility of the head.

The device weighs 5.5 pounds and is presently on loan to hospitals, doctors, and clinics. Large scale production for commercial sales in France is now in preparation according to the inventor. **File 1819**

• Licensing rights are offered U.S. companies by the holder of the U.S., France, Germany, U.K. and Italian patents on an animated electronically operated doll. No wires are exposed and the doll can be used by children without danger, according to the inventor.

The doll has already been mass produced in the U.S. but was probably too high priced to sell well.

A new technique embodied in a new patent will now allow the doll to be sold at a lower and more competitive price. **File 1820.**

Investment Assistance

To receive follow up assistance and general information about investment abroad telephone: 202-967-3786 or write: Office of International Investment, Department of Commerce (BIC-878), Washington, D.C. 20230. "P" numbers should be used when writing about specific proposals.

WTD indicates that a World Trade Directory Report containing financial and business background information on the foreign firm is available for $2 from the Department of Commerce (BIC-924), Washington D.C. 20230 or the nearest Department of Commerce Field Office.

The licensing and joint-venture proposals listed in this section are published as an informational service for U.S. firms interested in overseas affiliations. Companies responding to these opportunities should be cognizant of the present mandatory investment regulations administered by the Office of Foreign Direct Investments, U.S. Department of Commerce, Washington, D.C. 20230.

Real estate group desires American aid in hotel development

An established real estate group is interested in securing American participation in the development of a 400-room luxury hotel in the Tanglin District of Singapore. The company has acquired the site, employed a U.S. consultant and prepared preliminary plans for the desired structure. Total cost of the whole project is estimated at approximately $3 million.

The Singapore company is prepared to consider a variety of alternatives for American participation including financial assistance of a mutually agreeable sum repayable over a specified period of years, construction and completion of the project including supply of machinery and equip-

ment on terms and conditions to be negotiated, a joint venture with the Singapore group retaining only a 10-20% interest and outright purchase of the entire project.

Among reasons for the current appeal of hotel development in Singapore are the high growth rate of tourist traffic to Singapore—28% in 1968, the capability of the Singapore international airport for accepting the Boeing 747 airplane and processing increased passenger loads, good prospects for increased visits by cruise ships with passengers often leaving the ship for side trips or homeward travel by other methods of travel, the growth of foreign visitors in transit to Indonesia as petroleum and mineral exploration in that country increases, and a shortage of suitable housing making it necessary for new arrivals to spend extended periods in local hotels. Americans comprised 26% of foreign tourist arrivals in Singapore during 1968. Also, Singapore's resident American population has currently grown to 4,000 from a figure of 1,000 in 1967.

Write: Chua Cheong Huat, Managing Director, People's Realty Co. Ltd., 66-68 Cecil St., Singapore 1. WTD. **P-70251.**

Spanish company desires to manufacture machinery for plastics industry

A Spanish manufacturer and distributor of machinery for the plastics industry seeks licenses to make additional equipment in this field. The firm is interested in the production of plastics extrusion machinery and equipment used in the blowing of plastics for bottles and containers. Of particular interest are newly developed machines not presently utilized on the Spanish market.

The Spanish company indicates that it is only interested in obtaining a licensing agreement and does not wish to purchase plastics machinery. Reportedly, the Spanish plastics industry is experiencing strong growth in all areas.

Write: Carmelo De Gumuzio, Director, Plasticos de Sondica, S.A., Gran Via 48, Bilbao (11), Spain. WTD. **P-70042.**

Expansion through U.S. ties goal of Hong Kong company

Hong Kong Electronic Industries, Ltd., a manufacturer of permanent magnet motors ranging from 1.3 to 3 volts for toys and similar uses seeks a U.S. partner in a joint venture for the expansion of its production facilities. The firm, a subsidiary of China Engineers, Ltd., is prepared to negotiate management and equity participation in exchange for marketing and technical assistance.

Write: S. K. Kwoh, Executive Director, China Engineers, Ltd., P.O. Box 148, Hong Kong. WTD. **P-70244.**

Joint venture sought by Dutch company

A medium-sized Dutch firm manufactures electric ignition harness and cable sets for the automotive industry and military applications. A representative of its management will visit the U.S. in the near future to negotiate a joint venture or licensing agreement with U.S. manufacturers of similar equipment, as well as of terminals, connectors, plugs, electric cable fittings and related items. The firm envisions setting up a new company in the Netherlands to manufacture these items for sale in the Common Market area.

The Dutch firm reports annual sales of about $550,000; it employs 100 persons, and has earned a good reputation since its establishment in 1956.

Write: Albert G. Nusink, Manager, White Products N.V., 17 Industrieweg, P.O. Box 3, Oudenbosch, The Netherlands. WTD. **P-70245.**

Swiss manufacturer seeks U.S. license

A leading Swiss manufacturer of protective paints and varnishes seeks to manufacture these products under license; decontaminable paints for use in nuclear engineering, physiologically safe coatings for water supply systems which are applicable on moist or wet surfaces and preventing bacterial growth. Markets will be in Switzerland and Europe.

The firm specializes in anti-corrosive and protective paints for water treatment plants and nuclear laboratories. Its standard lines include protective paints for general industrial applications and floor coatings. Operating from well equipped manufacturing facilities, the firm employs 30 persons, including chemists and three on-the-road salesmen, and reports annual sales of $500,000. Sales agents have been appointed in a number of countries.

Write: Ingo Wulff, Imerit AG, 8620 Wetzikon, Bern, Switzerland. WTD. **P-70237.**

Austrian yarn firm desires to diversify with U.S. agreement

A large Austrian manufacturer of cotton, rayon, and synthetic yarns wishes to diversify its operations in one of the following fields: prepared foods, special industry machinery, components for the electronic industry, chemicals, industrial controls and materials handling equipment; or assembling, distributing and servicing American products falling into the indicated categories.

The Austrian operation was founded 100 years ago, has an operating capital of about $1.8 million and reports annual sales volume of over $5 million. It employs 600 persons including traveling salesmen. They operate three factories in various parts of Austria.

To diversify its present production program and to utilize its present managerial, financial and production capacity reserves, the company intends to engage in the production of advanced finished items which have potential growth. For this purpose the Austrian company seeks cooperation of an American firm in a joint venture arrangement which guarantees its participation in management. In addition to existing production facilities and an almost worldwide sales organization the company could invest up to a $1 million in a joint venture.

Write: Dietfried Keller, G. Borckenstein & Sohn A.G., Domgasse 4, A-1010 Vienna, Austria. WTD. **P-70243.**

New unit provides training for executives going abroad

A new training ground for U.S. executives going overseas has been established in Arlington, Virginia. The Executive Foreign Training Institute offers six-day programs covering specific world areas. The courses, which are conducted in cooperation with the George Washington University, feature workshop discussions, talks by guest speakers from both the U.S. and foreign business and government fields, and seminars with men who have business experience in the particular area under discussion. Special custom-tailored courses can also be arranged.

Write: Executive Foreign Training Institute, P.O. Box 684, Courthouse Station, Arlington, Va. 22216.

New Zealand wants to buy steel transmission towers

The Government of New Zealand is calling for bids on the supply of 220 standard galvanized steel transmission line suspension towers comprised of the following: 145 standard suspension towers, 45 heavy suspension towers, 25 angle towers and five heavy strain and terminal towers. These towers are required for the Bluff-Manapouri 220 kV Line 2 (Monowai-Tiwai Section). The bid deadline is Dec. 16.

Copies of tender documents are available from the Construction and Building Materials Division, BDSA-645, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-3602). A review copy will be available at the U.S. Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 ★(415-556-5868).

Additional information may be obtained from the Secretary, Tenders Committee, New Zealand Electricity Department, P.O. Box 12144, Wellington North, New Zealand.

Malaysia to purchase overhead line materials for 132 KV transmission line circuit

The Office of the Purchasing & Contracts Officer of the National Electricity Board of the States of Malaya requests bids for the supply of 307 miles of 0.30 sq. in. Conductor S.C.A. "Batang"; 102 miles 8.06 sq. in., Earthwire S.C.A. "Skunk"; 23,100 glass insulators; suspension sets; tension sets; vibration dampers, and other overhead line materials for a 132-kilovolt transmission line circuit. Tender No. 8473. Bid deadline Dec. 2.

Specifications available for approximately $9 from the Chief Accountant, National Electricity Board, P.O. Box 1003, No. 129 Jalan Bangsar, Kula Lumpur, Malaysia. A brief description of requirements is available from the Power & Electrical Equipment Division, BDSA, Room 4124, U.S. Dept. of Commerce, Washington, D.C. 20230. ★(Telephone 202-967-4241). A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Building, 450 Golden Gate Ave., San Francisco, California ★(Telephone 415-556-5868).

U.S. construction companies may register for Chile project

Construction firms interested in participating in building six highways totaling 240 kilometers in the Republic of Chile are requested to register their intention to bid by Nov. 25. The work will be partially financed with funds from the World Bank.

Copies of a bulletin providing additional details on these projects are available from the Construction and Building Materials Division, BDSA-645, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-3602) and from the U.S. Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 ★(415-556-5868).

The firms and individuals in the following lists are interested in trade relations with U.S. businessmen. The commodities in which they have expressed interest are indicated by the numbers preceding the commodity classification. The three-digit numbers and commodity classifications are from the Standard Industrial Classification (SIC) Manual. The five-digit numbers under each heading are from the Numerical List of Manufactured Products, 1967 Census of Manufacturers, Bureau of the Census and are used extensively by government and industry in classifying products.

U.S. firms should also be aware that the listing in INTERNATIONAL COMMERCE of opportunities to trade in specific commodities and technical data does not necessarily imply approval of their export by the U.S. Department of Commerce pursuant to the U.S. Export Control Act. For applicable export licensing regulations and policies, see the *Department of Commerce Export Control Regulations* or consult the Bureau of International Commerce's Office of Export Control or any Department of Commerce Field Office.

NOTE: The SIC Manual is available for $4.50 per copy and the Export Control Regulations are priced at $12 for the year. Both publications may be ordered from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402, or any of the 42 Department of Commerce Field Offices throughout the United States.

Every effort is made to include only firms or individuals with good reputations. However, the Department of Commerce cannot be responsible for any trade relations.

● indicates that the trade opportunity represents a request for bids by a foreign government agency. A (★) following indicates that additional information may be borrowed by firms located in the U.S. from the Business and Defense Services Administration (BDSA), U.S. Department of Commerce, Washington, D.C. 20230; telephone numbers indicated. To avoid delay, requests for loan material should specify country and commodity.

★★ indicates opportunities obtained by U.S. trade missions to other countries. A (★) following these indicates that additional information may be obtained by writing the International Liaison and Trade Opportunities Staff, BDSA-541, U.S. Department of Commerce, Washington, D.C. 20230. The TM (trade mission) number is requested in correspondence. Requests for loan material should specify country and TM number.

WTD indicates that a World Trade Directory report is available on the foreign firm for which the trade opportunity is listed. These reports, indicating type of organization, sales territory, size of business, sales volume, trade and financial reputation, and other factors, are available for $2 each from the Bureau of International Commerce, BIC-924, U.S. Department of Commerce, Rm. 6059. Telephone: 202-967-4203. The date following the letters WTD refers to the date of issuance of the report. If WTD is in preparation, action will be completed on a priority basis upon receipt of request specifically identifying the trade opportunity involved.

Sales Leads for Exporters

Listed below are companies interested in buying U.S. products. Direct purchases are wanted unless a desire for an agency agreement is expressed.

221 Broad woven fabric mills, cotton

22110 — SINGAPORE — Bedspreads. N. J. Doshi, Vipin Co. (importer, agent), 22-A Robinson Rd., P.O. Box 2567, Singapore 1. WTD in preparation.

22117—SWEDEN—Cotton, cotton/manmade fiber fabrics for curtains, bedspreads. AB Arvidssons Tapetserarеverkstad (manufacturer), Box 43, S-511 01 Kinna. WTD 10/69.

222 Broad woven fabric mills, manmade fiber, silk

22218—SWEDEN—Manmade fiber fabrics for curtains, bedspreads. AB Arvidssons Tapetserarеverkstad (manufacturer), Box 43, S-511 01 Kinna. WTD 10/69.

223 Broad woven fabric mills, wool

22314 — SWEDEN — Wool, wool/manmade fabrics for curtains, bedspreads. AB Arvidssons Tapetserarеverkstad (manufacturer), Box 43, S-511 01 Kinna. WTD 10/69.

224 Narrow fabrics, other smallwares mills

22410—GERMANY—Braided goods, other

narrow fabrics for manufacture of ladies underwear, corsets, etc. Karry KG (importer, distributor), 230- 25 Rheinstr., 6000 Frankfurt/Main. WTD 2/69.

227 Floor covering mills, products

22710—ITALY—Wall to wall carpets. F. Zambiasi fu Daniele (distributor), Via Maccani, Centro Commerciale, Trento. WTD in preparation.

22710 — PAKISTAN — Carpets, woven. Requests catalogs, quotations, C. & F., Karachi. Mahboob Bakhsh (importer), 10 Saleh Mohammed St., Opp. Gordhandas Market, Karachi-2. WTD 9/69.

229 Textile goods

22920—GERMANY—Lace piece goods for ladies underwear, dresses. Karry KG (importer, distributor), 23-25 Rheinstr., 6 Frankfurt/Main. WTD 2/69.

22952—PAKISTAN—Artificial leather. Requests catalogs, quotations, C. & F., Karachi. Mahboob Bakhsh (importer), 10 Saleh Mohammed St., Opp. Gordhandas Market, Karachi-2. WTD 9/69.

22992—SINGAPORE—Household linen. N. J. Doshi, Partner of Vipin Co. (importer, agent), 22-A Robinson Rd., P.O. Box 2567, Singapore 1. WTD in preparation.

239 Fabricated textile products

23920—SINGAPORE—Household furnishings. N. J. Doshi, Partner of Vipin Co. (importer, agent), 22-A Robinson Rd., P.O. Box 2567, Singapore 1. WTD in preparation.

23970 — GERMANY — Schiffli-machine embroideries. Karry KG (importer, distributor), 23-25 Rheinstr., 6000 Frankfurt/Main. WTD 2/69.

259 Furniture, fixtures

25911—PAKISTAN—Curtain rods, accessories. Requests catalogs, quotations, C. & F., Karachi. Mahboob Bakhsh (importer), 10 Saleh Mohammed St., Opp. Gordhandas Market, Karachi-2. WTD 9/69.

264 Converted paper, paperboard products

26440—PAKISTAN—Wallpaper. Requests catalogs, quotations, C. & F., Karachi. Mahboob Bakhsh (importer), 10 Saleh Mohammed St., Opp. Gordhandas Market, Karachi-2. WTD 9/69.

26440 — SINGAPORE — Wallpaper. N. J. Doshi, Partner of Vipin Co. (importer, agent), 22-A Robinson Rd., P.O. Box 2567, Singapore 1. WTD in preparation.

273 Books

27313—NETHERLANDS—Scientific books. Trade catalogs requested. Free University Bookshop, V.U. Boekhandel, Attn: L. H. Oey (importer, distributor, retailer), 1115 De Boelelaan, P.O. Box 7161, Amsterdam. WTD 9/69.

277 Greeting card manufacturing

27711—LIBERIA—Greeting cards, including Christmas cards. Watanmal (Liberia) Inc. (importer, distributor, retailer), Water St., P.O. Box 394, Monrovia. WTD in preparation.

281 Industrial organic chemicals

● **28100—CEYLON**—Supply of 8,250 imperial gallons of heavy duty hydraulic brake fluid, conforming to specification SAE 70 R3 to be supplied in non-returnable 5 to 6 gallon steel containers securely sealed. Bid deadline, 10 a.m., Nov. 26. The Chairman, Tender Board, Ceylon Transport Board, 200 Kirula Rd., Colombo 5. Specifications available from the Chemical Division, BDSA-665, U.S. Department of Commerce, Washington, D.C. 20230★ (202-967-3464). A review copy is available at the Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102★ (415-556-5868).

28153—AUSTRIA—Synthetic organic pigments and toners for plastics processing industry. Imports in bulk. Commenda Warenhandelsgesellschaft (importer, distributor, agent), Parkring 12, P.O. Box 118, A-1015 Vienna. WTD 11/68.

28160—KOREA—Monthly requirements for 12 M/T titanium dioxide; 1.5 M/T of rubber pigment. Tong Shin Chemical Products Co., Ltd. (importer, manufacturer, exporter), I.P.O. Box 1389, Seoul. WTD 7/69.

28163—AUSTRIA—Inorganic pigments for plastics processing industry. Imports in bulk. Commenda Warenhandelsgesellschaft (importer, distributor, agent), Parkring 12, P.O. Box 118, A-1015 Vienna. WTD 11/68.

U.S. DEPARTMENT OF COMMERCE—FIELD OFFICES

Information and advice is available from these offices on: foreign markets for U.S. products and services, economic facts on foreign countries, firms with marketing facilities in foreign countries, trade and investment opportunities abroad, Government financing aid to exporters, foreign exchange regulations and procedures, export and import statistics.

ALBUQUERQUE, N. MEX., 87101, U.S. Courthouse. Area Code 505 Tel. 843-2386.
ANCHORAGE, ALASKA, 99501, 306 Loussac-Sogn Bldg. Area Code 907 Tel. 272-6531.
ATLANTA, GA., 30303, 4th Floor Home Savings Bldg., 75 Forsyth St. N.W. Area Code 404 Tel. 526-6000.
BALTIMORE, MD., 21202, 305 U.S. Customhouse, Gay and Lombard Sts. Area Code 301 Tel. 962-3560.
BIRMINGHAM, ALA., 35205, Suite 200-201, 908 S. 20th St. Area Code 205 Tel. 325-3327.
BOSTON, MASS., 02203, Room 510, John Fitzgerald Kennedy Federal Bldg. Area Code 617 Tel. 223-2312.
BUFFALO, N.Y., 14203, 504 Federal Bldg., 117 Ellicott St. Area Code 716 Tel. 842-3208.
CHARLESTON, S.C., 29403, Federal Bldg., Suite 631, 334 Meeting St. Area Code 803 Tel. 577-4171.
CHARLESTON, W. VA., 25301, 3000 New Federal Office Bldg., 500 Quarrier St. Area Code 304 Tel. 343-6181 Ext. 375 and 376.
CHEYENNE, WYO., 82001, 6022 Federal Bldg., 2120 Capitol Ave. Area Code 307 Tel. 634-5920.
CHICAGO, ILL., 60604, 1486 New Federal Bldg., 219 South Dearborn St. Area Code 312 Tel. 353-4400.
CINCINNATI, OHIO, 45202, 8028 Federal Office Bldg., 550 Main St. Area Code 513 Tel. 684-2944.
CLEVELAND, OHIO, 44114, Room 600, 666 Euclid Ave. Area Code 216 Tel. 522-4750.
DALLAS, TEX., 75202, Room 1200, 1114 Commerce St. Area Code 214 Tel. 749-3287.
DENVER, COLO., 80202, 16419 Federal Bldg., 20th and Stout Sts. Area Code 303 Tel. 297-3246.
DES MOINES, IOWA, 50309, 609 Federal Bldg., 210 Walnut St. Area Code 515 Tel. 284-4222.
DETROIT, MICH., 48226, 445 Federal Bldg. Area Code 313 Tel. 226-6088.
GREENSBORO, N.C., 27402, 258 Federal Bldg., W. Market St. P.O. Box 1950. Area Code 919 Tel. 275-9111.
HARTFORD, CONN., 06103, Room 610-B, Federal Office Bldg., 450 Main St. Area Code 203 Tel. 244-3530.
HONOLULU, HAWAII, 96813, 286 Alexander Young Bldg., 1015 Bishop St. Area Code 808 Tel. 546-5977.
HOUSTON, TEX., 77002, 5102 Federal Bldg., 515 Rusk Ave. Area Code 713 Tel. 226-4231.
JACKSONVILLE, FLA., 32202, P.O. Box 35087, 400 W. Bay St. Area Code 904 Tel. 791-2796.
KANSAS CITY, MO., 64106, Room 2011, 11 Walnut St. Area Code 816 Tel. 374-3141.
LOS ANGELES, CALIF., 90015, Room 450, Western Pacific Bldg., 1031 S. Broadway. Area Code 213 Tel. 688-2833.
MEMPHIS, TENN., 38103, 710 Home Federal Bldg., 147 Jefferson Ave. Area Code 901 Tel. 534-3214.
MIAMI, FLA., 33130, Rm. 821, City National Bank Bldg., 25 W. Flagler St. Area Code 305 Tel. 350-5267.
MILWAUKEE, WIS., 53203, Straus Bldg., 238 W. Wisconsin Ave. Area Code 414 Tel. 272-8600.
MINNEAPOLIS, MINN., 55401, 306 Federal Bldg., 110 S. Fourth St. Area Code 612 Tel. 725-2133.
NEW ORLEANS, LA., 70130, 909 Federal Office Bldg., S., 610 South St. Area Code 504 Tel 527-6546.
NEW YORK, N.Y., 10007, 41st Floor, Federal Office Bldg., 26 Federal Plaza, Foley Sq. Area Code 212 Tel. 264-0634.
PHILADELPHIA, PA., 19107, Jefferson Bldg., 1015 Chestnut St. Area Code 215 Tel. 597-2850.
PHOENIX, ARIZ., 85025, 5413 New Federal Bldg., 230 N. First Ave. Area Code 602 Tel. 261-3285.
PITTSBURGH, PA., 15222, 2201 Federal Bldg., 1000 Liberty Ave. Area Code 412 Tel. 644-2850.
PORTLAND, ORE., 97204, 217 Old U.S. Courthouse, 520 S.W. Morrison St. Area Code 503 Tel. 226-3361.
RENO, NEV., 89502, 2028 Federal Bldg., 300 Booth St. Area Code 702 Tel. 784-5203.
RICHMOND, VA., 23240, 2105 Federal Bldg., 400 N. 8th St. Area Code 703 Tel. 649-3611.
ST. LOUIS, MO., 63103, 2511 Federal Bldg., 1520 Market St. Area Code 314 Tel. 622-4243.
SALT LAKE CITY, UTAH, 84111, 3235 Federal Bldg., 125 S. State St. Area Code 801 Tel. 524-5116.
SAN FRANCISCO, CALIF., 94102, Federal Bldg., Box 36013, 450 Golden Gate Ave. Area Code 415 Tel. 556-5864.
SAN JUAN, P.R., 00902, Room 100, Post Office Bldg. Phone 723-4640.
SAVANNAH, GA., 31402, 235 U.S. Courthouse and Post Office Bldg., 125-29 Bull St. Area Code 912 Tel. 232-4321.
SEATTLE, WASH., 98104, 8021 Federal Office Bldg., 909 First Ave. Area Code 206 Tel. 583-5615.

28183—AUSTRIA—Auxiliary organic chemicals for plastics industries. Imports in bulk. Commenda Warenhandelsgesellschaft (importer, distributor, agent), Parkring 12, P.O. Box 118, A-1015 Vienna. WTD 11/68.

28199 — AUSTRIA — Auxiliary inorganic chemicals for plastics processing industries; fillers, stabilizers, such as silica gel, lead silicate, carbides, aluminum oxide and others. Imports in bulk. Commenda Warenhandelsgesellschaft (importer, distributor, agent), Parkring 12, P.O. Box 118, A-1015 Vienna. WTD 11/68.

282 Synthetic materials

28213—PORTUGAL—Low density virgin polyethylene resin for film and injection molding. Requirements are 100 metric tons per month. Est. J. C. Andrade & Ca., S.A.R.L. (importer, distributor, agent), 136-164 Rua de Grijo, Oporto. WTD in preparation.

284 Soap, detergents, cleaning preparations, perfumes, cosmetics

28416 — SINGAPORE — Cleaning solvents (e.g. ultrasonic cleaner). Ernest Felice, Managing Dir. of Electronic Memories & Magnetics Corp. (importer, manufacturer), 101-F Boon Keng Rd., Kallang Basin Industrial Estate, Singapore 12.

28440—TANZANIA—Perfumes, cosmetics, other toilet preparations. Hassanali Issa & Co. (importer, distributor, agent), Mosque St., P.O. Box 93, Dar es Salaam. WTD 2/69.

287 Agricultural chemicals

28790—TANZANIA—Insecticidal and fungicidal preparations primarily for agricultural use. Hassanali Issa & Co. (importer, distributor, agent), Mosque St., P.O. Box 93, Dar es Salaam. WTD 2/69.

289 Chemical products

28993 — SINGAPORE — Solder flux (e.g. Alpha flux 100). Ernest Felice, Managing Dir. of Electronic Memories & Magnetics Corp. (importer, manufacturer), 101-F Boon Keng Rd., Kallang Basin Industrial Estate, Singapore 12.

291 Petroleum refining

● **29100—KOREA**—Lubricating oils and greases, various types and grades, 306,000 LTR. net oils and 10,000 KG. net greases. Bid deadline 2 p.m., Nov. 14 (Korean Standard Time). Bid P.R. No. 69-G-167, Inv. No. KFX-9240-N. Office of Supply, Government of the Republic of Korea, Seoul, Korea. Information is available at the Petroleum and Coal Division, BDSA-673, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-2355).

327 Concrete, gypsum, and plaster products

●**32721—TUNISIA**—130 kilometers of reinforced concrete pipe needed to convey water to city of Tunis from the Qued Kasseb. Following quantities and diameters: 66 kilometers, 1,100 mm; 64 kilometers, 1,250 mm. Supply to be delivered over period of 1,090 days. Bid deadline Jan. 6. Tender documents and specifications available for 150 Tunisian dinars (1 dinar = $1.905) or the dollar equivalent, from Societe Nationale d'Exploitation et de Distribution des Eaux, 23, rue Docteur Braquehaye, Montfleury, Tunis, Tunisia.

Late Leads—Information received too late to be of value to bidders is published because many readers will find it of value in follow-up campaigns to sell complementary products and subsidiary services. Sometimes a cable to an agent on the scene will result in tie-in sales.

329 Abrasive, asbestos, nonmetallic mineral products

32926—PAKISTAN—Decorative tiles. Requests catalogs, quotations, C. & F., Karachi. Mahboob Bakhsh (importer), 10 Saleh Mohammed St., Opp. Gordhandas Market, Karachi-2. WTD 9/69.

335 Rolling, drawing, extruding of nonferrous metals

● **33500—SINGAPORE**—Supply of polythene insulated twin type fully-filled telephone cables. Tender No. P1/51/69. Bid deadline Nov. 28. Contact Purchasing Section, Secretariat, Telephone House, Hill St., Singapore 6, Singapore. Copies of tender available on a loan basis from the Copper Division, BDSA, Washington, D.C. 20230★ (202-967-3883).

● **33500—SINGAPORE**—Supply of polythene insulated twin type telephone cables. Tender No. P1/50/69. Bid deadline Nov. 28. Contact Purchasing Section, Secretariat, Telephone House, Hill St., Singapore 6, Singapore. Copies of tender available on a loan basis from the Copper Division, BDSA, Washington, D.C. 20230★ (202-967-3883).

● **33500—SINGAPORE**—Supply of type paper insulated telephone cables. Tender No. P/1/49/69. Bid deadline Nov. 28. Contact Purchasing Section, Secretariat, Telephone House, Hill St., Singapore 6, Singapore. Copies of tender available on a loan basis from the Copper Division, BDSA, Washington, D.C. 20230★ (202-967-3883).

● **33500—SINGAPORE**—Supply of paper insulated local distribution telephone cables. Tender No. P1/48/69. Contact Purchasing Section, Secretariat, Telephone House, Hill St., Singapore 6, Singapore. Copies of tender available on a loan basis from the Copper Division, BDSA, Washington, D.C. 20230★ (202-967-3883).

33574—SINGAPORE—Communication wire and cable. Ernest Felice, Managing Dir. of Electronic Memories & Magnetics Corp. (importer, manufacturer), 101-F Boon Keng Rd., Kallang Basin Industrial Estate, Singapore 12.

342 Cutlery, hand tools, general hardware

34233 — SINGAPORE — Soldering irons (electric). Ernest Felice, Managing Dir. of Electronic Memories & Magnetics Corp. (importer, manufacturer), 101-F Boon Keng Rd., Kallang Basin Industrial Estate, Singapore 12.

34294—PAKISTAN—Door locks. Requests catalogs, quotations, C. & F., Karachi. Mahboob Bakhsh (importer), 10 Saleh Mohammed St., Opp. Gordhandas Market, Karachi-2. WTD 9/69.

343 Heating apparatus, plumbing fixtures

34320 — GERMANY — Small fittings and plumber's brass goods for sanitary, heating, electrical industries. Correspondence requested in German. Anton Hummel, Metallwarenfabrik (manufacturer), 2-4 Mozartstrasse, 7808 Waldkirch, B.-W. WTD 9/69.

344 Fabricated structural metal products

● **34400—GREECE**—Supply and installation of desalting unit that would initially produce 2,000 cubic meters of fresh water per day. The installation, marsh near the sea, should allow for future increase to 5,000 cubic meters per day. Estimated cost $250,000 (U.S.). Bid deadline Nov. 25. The ZAKYNTHOS Municipality, ZAKYNTHOS Island, Greece.

34434 — PORTUGAL — Used cylinders for oxygen gas: capacity: 10 cubic meters; working pressure: 200 Kgs/cubic centimeter; test pressure: 300 Kgs/cubic centimeter. Gomes de Castro & Irmao, Lda. (importer, distributor, agent), 842 Rua Santos Pousada, Oporto. WTD in preparation.

347 Coating, engraving, allied services

34790—HONG KONG—Machine for engraving steel molds by spark erosion process, 200 volts, single phase, 50 cycles or 3 phase, 346 volts, 50 cycles. Ekman & Co., Ltd. (importer, agent, exporter), Rm. 1016, Union House, P.O. Box 15539. Cable: EKMANS. WTD 12/68.

349 Fabricated metal products

34940 — NETHERLANDS — Metal valves, such as electro hydraulic servo valves, range valves, reducing valves, gas valves and parts, automatic control and hydraulic control valves, solenoid valves larger than 1½", metal pressure regulators, reducer returns (pipe). Exclusive representation for Netherlands and/or Belgium. Descriptive literature, price lists desired. GROENPOL Industrial Sales Co., Automation Division (Attn: G. H. Mayer) (importer, distributor), 25 Kabelweg (P.O. Box 1188), Amsterdam, W2. WTD in preparation.

352 Farm machinery

35223—SWEDEN—Planting, seeding, fertilizing machinery. Cani Trading Co. AB (importer, distributor), L:a Strandgatan 21, S-261 22 Landskrona. WTD 10/69.

35224—SWEDEN—Plows, listers, harrows, rollers, pulverizers, stalk cutters & similar items. Cani Trading Co. AB (importer, distributor), L:a Strandgatan 21, S-261 22 Landskrona. WTD 10/69.

35226—SWEDEN—Haying machinery. Cani Trading Co. AB (importer, distributor), L:a Strandgatan 21, S-261 22 Landskrona. WTD 10/69.

35228—SWEDEN—Cultivators, weeders, machines for preparing crops, barn, barnyard equipment. Cani Trading Co. AB (importer, distributor), L:a Strandgatan 21, S-261 22 Landskrona. WTD 10/69.

353 Construction, mining, materials handling machinery, equipment

● **35300—BURMA**—8 concrete truck mixers, diesel powered, 4½ cu. yd. capacity; suggested spare parts for two years maintenance. Tender No. 8(T)Const-ESB(H)68-69. Bid deadline Nov. 14. Controller of Stores, Central Stores Department, Electricity Supply Board, Rose Bank Rd., Rangoon. Specifications are available from the General Industrial Equipment Division, BDSA-647, U.S. Dept. of Commerce, Washington, D.C. 20230. ★(202-967-5585).

● **35300—KOREA**—Variety of repair parts to fit Japanese construction machinery, such as: Komatsu D-60 and D-80 tractors; Mitsu-

bishi BD-11; International Kimco Hough JH 60; Nissan Diesel truck tractor 6 TW 12; Ishikawajima Koehring Truck Crane IHK 325 TC. Tender No. KFX-9234-N-69-9-166. Bid deadline Nov. 13. Office of Supply, Government of the Republic of Korea, Seoul. Specifications are available from the General Industrial Equipment Division, BDSA-647, Department of Commerce, Washington, D.C. 20230. ★(202-967-5585).

35310 — SPAIN — Construction machinery. Ofirex, S.A. (importer, distributor), Fuencarral, 123, Madrid 10. WTD 9/69.

35320—SPAIN—Mining machinery. Ofirex, S.A. (importer, distributor), Fuencarral, 123, Madrid 10. WTD 9/69.

35323—CEYLON—Supply of complete special-type mining machinery for production of calcium carbonate by processing of quality sea shells. Requests descriptive literature, prices, processing instructions and/or suggestions for processing. Ceylon Rubber Craft (distributor, manufacturer), 762 Prince of Wales Ave., Colombo 14. WTD in preparation.

354 Metalworking machinery

35481—INDIA—Cold rolling mill machinery to process hot rolled steel strips with carbon content of 0.25 to 0.60 percent, stainless steel quality; also non-ferrous metals such as aluminum, copper and brass. Annual production capacity 7,200 tons. Requests price quotations, catalogs. Specifications available from Trade Opportunities Staff, BDSA-541, Rm. 4053, U.S. Dept. of Commerce, Washington, D.C. 20230. Assam Industrial Corp. (manufacturer), 12-B Madan Chatterjee Lane, Calcutta 7, West Bengal. WTD in preparation.

355 Special industry machinery

35512—SINGAPORE—Two units of ovens each of 180 ft. or 60 metres length to produce: biscuits—3,000 lbs. or 1,400 kilos per hr.; confectionery—1,000 lbs. or 455 kilos per hr. Stanley K. F. Lam, Managing Dir. of Henry David Pte. Ltd. (importer, agent, retailer), 61-B New Bridge Rd., Singapore 1. WTD 1/69.

35521—AUSTRIA—Flat and circular knitting machines; warp knitting machines. Correspondence requested in German. Norbert Gaechter (importer, agent), Emme 36, A-6844 Altach (Vorarlberg). WTD 1/69.

35521—SINGAPORE—Machines for making textile-elastic bands (gutters) which are used for underwear, corsets, brassieres. I. Walter of Jebsen & Jessen (S) Pte. Ltd. (importer, distributor), 3-E Asia Insurance Bldg., P.O. Box 2444, Singapore 1. WTD in preparation.

35552—GERMANY—Bookbinding machinery for manufacture of wallpaper sample books; printing machinery for printing and marking wallpaper samples on reverse side. WEROLA Krepp- und Buntpapierfabrik Jungblut GmbH & Co. (manufacturer), Bahnhofsanlage, P.O.B. 365, 755 Rastatt. WTD 10/69.

35591—SPAIN—Chemical manufacturing industries machinery and equipment, parts. Ofirex, S.A. (importer, distributor), Fuencarral, 123, Madrid 10. WTD 9/69.

35595 — SAUDI ARABIA — Machinery to manufacture medical quality absorbent cotton. Interested in joint venture. Ibn Sing Drug Store (importer, retailer), P.O. Box 1068, Jidda. WTD in preparation.

35595—TANZANIA—Soap detergent manufacturing machinery; small to medium capacity. Quote c.i.f. Dar es Salaam. Jiwan Jeraj & Sons (importer, distributor, manufacturer), P.O. Box 1021, Lindi. WTD in preparation.

356 General industrial machinery

35615 — FRANCE — Power paint-spraying outfits; painters' hand-sprayers, related equipment, including new tools and devices for artisan workers. Ecoplas (Societe) (importer, distributor, agent), 11 Rue des Cheminots; 31-Toulouse. WTD 10/69.

357 Office, computing, accounting machines

35760—HONG KONG—Industrial scales for weighing shipping containers. Construction & Industrial Machinery Co. (importer, distributor, agent, contractor), 121-123, Chatham Rd., G/F, Kowloon, P.O. Box K-581, Kowloon. Cable: "CIMAC" Hong Kong. WTD 3/69.

35760 — NETHERLANDS — Weighing machines and apparatus, including automatic computing; industrial scales. Exclusive representation for Netherlands and/or Belgium. Descriptive literature, price lists desired. GROENPOL Industrial Sales Co., Automation Division (Attn: G. H. Mayer) (importer, distributor), 25 Kabelweg (P.O. Box 1188), Amsterdam, W2. WTD in preparation.

361 Electric transmission, distribution equipment

● **36100—ARGENTINA**—Supply, installation and start up, Contract 304 for one 100 MVA and 500/132 KV power transformer; fine 300 MVAr and 500 shunt reactors; two 800 MVA and 500/233 KV power transformers; Contract 305, four 300 MVAr static compensators and two 100 MVAr synchronous compensators. Firms interested in forthcoming call for bids should correspond directly with Hidronor S.A., Av. L. N. Alem 1074, Piso 4°, Buenos Aires, Argentina.

● **36100 — ARGENTINA** — Supply and Installation of transformer stations, ATUCHA 220 KV; VILLA LIA 220 KV and RAMALLO 220/132 KV in the Province of Buenos Aires. Bid deadline Dec. 30. Specifications available for $172.00 (U.S.) from Administracion General de Agua y Energia Electrica, Corrientes 531, 2° Piso, Buenos Aires, Argentina.

● **36100—INDIA**—Supply of one impedance meter, range of 5 c/s to 500 K c/s, 1 ohm to 10 M ohm, 230 volts, 50 c/s, single phase AC. Tender No. ES10/514/30/034/Cell-984; bid deadline Nov. 12. Requested by the Director General, Supplies and Disposals, Jeevantara Building, Parliament St., New Delhi 1, India. Terms and specifications available on loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230★ (202-967-2939). A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102★ (415-556-5868).

362 Electrical industrial apparatus

36220—NETHERLANDS—Industrial control equipment, pneumatic as well as electronic systems. Direct purchase and exclusive representation for Netherlands and/or Belgium. Descriptive literature, price lists requested. GROENPOL Industrial Sales Co., Automation Division (Attn: G. H. Mayer) (importer, distributor), 25 Kabelweg (P.O. Box 1188), Amsterdam, W2. WTD in preparation.

364 Electric lighting, wiring equipment

36420—SINGAPORE—Light fittings (commercial, residential). N. J. Doshi, Partner of Vipin Co. (importer, agent), 22-A Robinson Rd., Singapore 1. WTD in preparation.

366 Communication equipment

36620—NETHERLANDS—Wireless paging systems. Exclusive representation for Netherlands and/or Belgium requested. Descriptive literature, price lists desired. GROENPOL Industrial Sales Co., Automation Division (Attn: G. H. Mayer) (importer, distributor), 25 Kabelweg (P.O. Box 1188), Amsterdam, W2. WTD in preparation.

36626—AUSTRIA—Electronic equipment for industrial measuring and control, and component parts. Dipl. Kfm. Kurt W. Herran (importer, distributor, agent, servicing), A-6922 Wolfurt, P.O. Box No. 31, Vorarlberg. WTD 10/69.

367 Electronic components, accessories

36740 — SINGAPORE — Electronic components: solid state components, printed circuit boards, etc. Ernest Felice, Managing Dir. of Electronic Memories & Magnetics Corp. (importer, manufacturer), 101-F Boon Keng Rd., Kallang Basin Industrial Estate, Singapore 12.

371 Motor vehicles, motor vehicle equipment

37110—IRELAND—Amphibious vehicle suitable for rescue purposes on mudflats at Shannon Airport. Aer Rianta (government sponsored body), Shannon Airport, County Clare.

37130—ITALY—Armored motor vehicles for transportation of precious metals. Metalli Preziosi S.p.A. (manufacturer), Via Roma 179, Paderno Dugnano 20037. WTD 8/69.

37130—YUGOSLAVIA—Approximately 250 heavy dump trucks per year. In addition company wishes to consider joint cooperation, license, or designation as sole agent. ELEKTROTEHNA, Attn: Juraj Kalpic (importer, exporter), Ilica 10-II, Zagreb. WTD in preparation.

37140—TANZANIA—Parts and accessories for British, European, Japanese motor vehicles. Hassanali Issa & Co. (importer, distributor, agent), Mosque St., P.O. Box 93, Dar es Salaam. WTD 2/69.

373 Ship building, repairing

37313—NIGERIA—Trawlers for prawn fishing. Mutanda Fishing Co. Ltd. (importer, distributor), 14/16 Abibu Oki St., P.O. Box 3298, Lagos. WTD 10/69.

379 Transportation equipment

37992 — SWEDEN — Farm transportation equipment. Cani Trading Co. AB (importer, distributor), L:a Strandgatan 21, S-261 22 Landskrona. WTD 10/69.

381 Engineering, laboratory, scientific, research instruments

● **38100—BURMA**—Supply of drafting and surveying instruments in various quantities including scales, stencils, theodolites, telescopic allidades, levelling staves, sounding lines, etc. Tender No. 6(T)MCY/IRR/69-70; bid deadline Nov. 15. Requested by the Chief Engineer, Irrigation Department, 9/21 Strand Rd., Rangoon, Burma. Terms and specifications available on loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230★ (202-967-2939). A review copy will also be available at the Department of Com-

merce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102★ (415-556-5868).

38110—GERMANY—Various laboratory apparatus for medical institutions, iron, steel and coal industries, chemical research institutions, universities and schools. Requests price quotations c.i.f. European ports. Direct purchase and agency. Gebr. Klees OHG., (importer, distributor, manufacturer, exporter), 4 Duesseldorf, Worringer Strasse 10-14. WTD 9/69.

38110 — NETHERLANDS — Chemical laboratory apparatus, such as gas analysis equipment, calorimeters, dust sampling and analysis equipment. Exclusive representation for Netherlands and/or Belgium. Descriptive literature, price lists desired. GROENPOL Industrial Sales Co., Automation Division, Attn: G. H. Mayer (importer, distributor), 25 Kabelweg (P.O. Box 1188), Amsterdam, W2. WTD in preparation.

382 Instruments for measuring, controlling, indicating physical characteristics

● **38200—KOREA**—Supply of toll collecting equipment to conduct toll collecting activities automatically at interchanges on an express-way. Includes all equipment necessary for a complete system. Tender No. ADB/L-9253-P, bid deadline Dec. 12. Requested by the Office of Supply, Government of the Republic of Korea, Seoul, Korea. Terms and specifications available on loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230. ★(202-967-2939). A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102. ★(415-556-5868).

38210 — NETHERLANDS — Revolution counters and timers; electronic strip chart recorders; thermomagnetic oxygen analyzers; ultrasonic thickness gauging instruments; turbine flow meters; viscosimeters; water meters; X-Y plotters; telemetering equipment; combustion indicating, recording, and controlling instruments; liquid level controls; revolution and timing control instruments; fluid amplifiers; gauges for measuring pressure, flow, liquid level, humidity, density, acidity, alkalinity, combustion, etc.; gas governors; heat regulators; humidity instruments; hydrostatic controls, except automatic temperature controls; hygrometers; nuclear radiation detection and monitoring instruments; physical properties testing and inspection equipment; pressure measuring instruments: Bourdon type, bellows and diaphram types; pressure transducers. Exclusive representation for Netherlands and/or Belgium desired. Descriptive literature, price lists requested. GROENPOL Industrial Sales Co., Automation Division, Attn: G. H. Mayer (importer, distributor), 25 Kabelweg (P.O. Box 1188), Amsterdam, W2. WTD in preparation.

383 Optical instruments, lenses

38311—SINGAPORE—Microscopes. Ernest Felice, Managing Dir. of Electronic Memories & Magnetics Corp. (importer, manufacturer), 101-F Boon Keng Rd., Kallang Basin Industrial Estate, Singapore 12.

386 Photographic equipment

● **38600—KOREA**—Supply of one 35 mm all purpose sound film projector, with complete accessories; 10 16 mm projectors with accessories; 10 generators with accessories. Tender No. KFX-9246-N; bid deadline Nov. 14. Requested by the Office of Supply, Government of the Republic of Korea, Seoul, Korea. Terms and specifications available on loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230. ★(202-967-2939). A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102. ★(415-556-5868).

394 Toys, amusement, sporting goods

39492—IRELAND—Golf course carts. J. Fagan & Sons Ltd. (decorators, general contractors), Grenville Ave., South Circular Rd., Dublin 8. WTD 10/69.

396 Costume jewelry, novelties, buttons, notions

39620—GERMANY—Dried and preserved flowers and foliage for production of dried floral home decorations. Requests price quotations c.i.f. Hamburg or Bremen. Doris Oskam (importer, distributor, manufacturer, exporter), 4370 Marl Kr. Recklinghausen, Garmannstrasse 6. WTD 9/69.

399 Manufacturing industries

39961—PAKISTAN—Linoleum, floor coverings. Requests catalogs, quotations, C. & F., Karachi. Mahboob Bakhsh (importer), 10 Saleh Mohammed St., Opp. Gordhandas Market, Karachi-2. WTD 9/69.

39962—ITALY—Plastic floor coverings, wall coverings, acoustical panels. F. Zambiasi fu Daniele (distributor), Via Maccani, Centro Commerciale, Trento. WTD in preparation.

509 Wholesalers

50930 — ITALY — Junked film cellulose. LACIM, S.r.l. (manufacturer), Via Ansperto 7, 20123 Milan. WTD 9/69.

Sales Representation

The firms listed below are interested in representing U.S. firms in the areas indicated. Exclusive distributorship for these commodities is wanted only if specified.

203 Canning, preserving foods

20334—KOREA—Canned fruit juice, nectars, concentrates of brands not yet represented in Korea. Sam-U Trading Co., Ltd. (agent), 89-21, 2-ka, Sinmun-ro, Chongno-ku, Seoul, I.P.O. Box 3559, Seoul. WTD in preparation.

208 Beverage industries

20860—KOREA—Bottled, canned soft drinks not yet introduced in Korea. Sam-U Trading Co., Ltd. (agent), 89-21, 2-ka, Sinmun-ro, Chongno-ku, Seoul, I.P.O. Box 3559, Seoul. WTD in preparation.

225 Knitting mills, products

22561—SWEDEN—Knit fabrics, piece-goods, wool, cotton, mixed fibers for women's coats, dresses. T. Goldman (importer, agent), Box 25040, S-400 31 Goteborg 25. WTD 10/69.

228 Yarn, thread mills, products

22824—FRANCE—Yarns, textured, nylon and polyester; rayon yarns, finished cotton yarns of fine quality. Groupement d'Exportateurs en Textiles (distributor, agent), 64- Coarraze; Basses-Pyrenees. WTD 10/68.

229 Textile goods

22991—SWEDEN—Bonded fabrics, piece-goods, wool, wool/manmade fiber for women's coats. T. Goldman (importer, agent), Box 25040, S-400 31 Goteborg 25. WTD 10/69.

235 Hats, caps, millinery

23522 — SWITZERLAND — Men's, boys' sport caps. Fabritex, Kretz & Siebs (importer, distributor), P.O. Box, Hertistrasse 23, 8304 Wallisellen. WTD 10/69.

243 Millwork, veneer, plywood, prefabricated structural wood products

24321—SWEDEN—Hardwood plywood. AB Jibe (importer, distributor, agent), Box 401, S-551 02 Jonkoping. WTD 10/69.

24322—SWEDEN—Softwood plywood, interior type. AB Jibe. (importer, distributor, agent), Box 401, S-551 02 Jonkoping. WTD 10/69.

24323—SWEDEN—Softwood plywood, exterior type. AB Jibe (importer, distributor, agent), Box 401, S-551 02 Jonkoping. WTD 10/69.

254 Partitions, shelving, lockers, office, store fixtures

25420—GERMANY—Metal and plastic store fixtures, shelving, storage and pallet racks. Leopold Bittmann KG (distributor, manufacturer), Postfach 54, 6582 Fischbach-Weierbach. WTD 3/69.

264 Converted paper, paperboard products

26432—GERMANY—Plain or printed polyethylene bags for customers of super markets and chain stores. Requests price quotations c.i.f. Hamburg or Bremen. Hans E. Goehler, Verpackungsagentur (agent), 4 Duesseldorf, Volmerswerther Strasse 253. WTD 9/69.

26472—TANZANIA—Toilet paper rolls. Exclusive agency for whole of East Africa. Quote c.i.f. Dar es Salaam or Mombasa. Homeworths (importer, distributor, agent), Nyerere Rd., P.O. Box 1343, Mwanza. WTD 10/69.

275 General commercial printing

27526—SWEDEN—Art reproductions and picture prints, valued between $2.00 and $20.00, to be used as wall decorations in modern homes. Borjeson International AB (importer, distributor, agent), Sodergatan 14, S-211 34 Malmo. WTD 2/69.

281 Industrial chemicals

28100—SOUTH AFRICA—Industrial chemicals: coating resins, phenol formaldehyde type;

resin plasticizers, epoxidised soya bean oil; modifiers, acrylic ester type; coating resins, acrylic ester type; dimethyl amino methyl phenols (DMP); methacrylate monomers; acrylate monomers; acrylic leather chemicals; surface active, dispersing and emulsifying agents; primal resins, acrylic resin finishes; primal resins, acrylic resin sizes and thickeners; quartenary ammonium compounds. Alfred Pearson & Co. (Pty.) Ltd. (agent), P.O. Box 3016, Port Elizabeth, Cape Province. WTD 10/69.

28183—SWEDEN—Rubber processing chemicals. Chematex AB (importer, distributor, agent), Djaknegatan 17, S-211 35 Malmo. WTD 10/69.

28198—GUATEMALA—Chemical catalytic preparations. F. Krafka & Co. Ltda. Ing. Carlos F. Krafka (importer, agent), 10a Calle 4-54, zona 1, P.O. Box 94, Guatemala City. WTD 1/69.

28199—SWEDEN—Ceramic and porcelain chemicals. Chematex AB (importer, distributor, agent), Djaknegatan 17, S-211 35 Malmo. WTD 10/69.

282 Synthetic materials

28213 — PORTUGAL — Black polyethylene resins with anti-oxidant compounds incorporated, for production of tubing; density 921; melt index 2. Firm also interested in substandards. Fernando Begonha-Importacao e Exportacao, S.A.R.L. (importer, distributor, agent), 400-1° Rua Formosa, Oporto. WTD 6/69.

28213 — SWEDEN — Thermoplastic resins. Chematex AB (importer, distributor, agent), Djaknegatan 17, S-211 35 Malmo. WTD 10/69.

28214 — SWEDEN — Thermosetting resins. Chematex AB (importer, distributor, agent), Djaknegatan 17, S-211 35 Malmo. WTD 10/69.

284 Soap, detergents, cleaning preparations, perfumes, cosmetics

28421—TANZANIA—Household insecticides, repellants. Exclusive agency East Africa. Quote c.i.f. Dar es Salaam or Mombasa. Homeworths (importer, distributor, agent), Nyerere Rd., P.O. Box 1343, Mwanza. WTD 10/69.

289 Chemical products

28911—SWEDEN—Metal to metal adhesives for automobile industry. Geveko Industri AB (distributor, manufacturer, agent), Magasinsgatan 3, S-411 18 Goteborg. WTD 1/69.

28993—SOUTH AFRICA—Materials, powders and processes for acid-proofing and waterproofing internal and external surfaces, and for protecting concrete, other surfaces from oil, gasoline spillages. Rivalland & Son (Pty.) Ltd. (importer, distributor, agent), 41 Williams Rd., P.O. Box 1562, Durban. WTD 9/69.

306 Fabricated rubber products

30692—AUSTRALIA—Rubber hose for use in fire fighting; any quantities. J. B. Martin, Managing Dir., AMID Pty. Ltd. (agent), P.O. Box 88, Unley, South Australia 5061. WTD 9/69.

307 Plastic products

30790 — SWITZERLAND — Flexible polyurethane foam in all shapes, raw or cut; miscellaneous plastics products of genuine novelty character for industrial, commercial and consumer use. Fabritex. Kretz & Siebs (importer, distributor), P.O. Box, Hertistrasse 23, 8304 Wallisellen. WTD 10/69.

30796—SWEDEN—Plastic surfacing laminates, construction. AB Jibe (importer, distributor, agent), Box 401, S-551 02 Jonkoping. WTD 10/69.

323 Glass products

32316—GUATEMALA—Glassware products, pressed and blown, for druggists, hospitals, laboratories. Ing. Carlos Krafka F. Krafka & Co. Ltda. (importer, agent), 10a Calle 4-54, zona 1, P.O. Box 94, Guatemala City. WTD 1/69.

329 Abrasive, asbestos, nonmetallic mineral products

32932—SWEDEN—Combustion engine gaskets and seals for European made passenger cars. Carl Larsson & Soner AB (distributor, agent, retailer), Odinsgatan 19, S-411 03 Goteborg. WTD 3/69.

32933—SOUTH AFRICA—Graphited asbestos gland packings. Rivalland & Son Pty. Ltd. (importer, distributor, agent), 41 Williams Rd., P.O. Box 1562, Durban. WTD 9/69.

331 Steel mill products

33120 — GREECE — Stainless steel sheets, primes and seconds (with slight defects). Requests c.i.f.-Piraeus price quotations. George J. Lambrinides (agent), 15 Aristidou St., Piraeus. WTD 9/69.

33120—GREECE—Stainless steel sheets. Requests c.i.f.-Piraeus price quotations. Leonidas A. Yagdjoglou (importer, distributor, agent), 55 Solomou St., Athens 141. WTD 8/69.

342 Cutlery, hand tools, general hardware

34293—TANZANIA—Vacuum flasks and insulated picnic chests. Exclusive agency for East Africa. Quote c.i.f. Dar es Salaam or Mombasa. Homeworths (importer, distributor, agent), Nyerere Rd., P.O. Box 1343, Mwanza. WTD 10/69.

34294—SWEDEN—Builders' hardware. AB Jibe (importer, distributor, agent), Box 401, S-551 02 Jonkoping. WTD 10/69.

34295—AUSTRALIA—Fog nozzles and hose fittings for use in fire fighting equipment; any quantities. J. B. Martin, Managing Dir., AMID Pty. Ltd. (agent), P.O. Box 88, Unley, South Australia 5061. WTD 9/69.

345 Screw machine products

34522 — SOUTH AFRICA — All types of sophisticated fasteners, spring-caged nuts and processes designed to increase rapidity of assembly in industrial operations. Rivalland & Son Pty. Ltd. (importer, distributor, agent), 41 Williams Rd., P.O. Box 1562, Durban. WTD 9/69.

349 Fabricated metal products

34941—GUATEMALA—Metal valves for piping systems; except plumbing and heating valves. F. Krafka & Co. Ltda. Ing. Carlos F. Krafka (importer, agent), 10a Calle 4-54, zona 1, P.O. Box 94, Guatemala City. WTD 1/69.

34943—GUATEMALA—Plumbing and heating valves and specialties; except plumbers' brass goods. F. Krafka & Co. Ltda. Ing. Carlos Krafka (importer, agent), 10a Calle 4-54, zona 1, P.O. Box 94, Guatemala City. WTD 1/69.

34945—AUSTRALIA—Branch pipe nozzles for use in fire fighting equipment; any quantities. J. B. Martin, Managing Dir. AMID Pty. Ltd. (agent), P.O. Box 88, Unley, South Australia 5061. WTD 9/69.

351 Engines, turbines

35190—SOUTH AFRICA—Various types of engines such as stationary industrial diesel engines, 5 to 50 h.p.; marine diesel engines, 30 h.p. and up; outboard marine gasoline engines, 10 to 50 h.p.; single and multi-cylinder gasoline/kerosene engines, 15 to 50 h.p. Rivalland & Son Pty. Ltd. (importer, distributor, agent), 41 Williams Rd., P.O. Box 1562, Durban. WTD 9/69.

352 Farm machinery

35221—PAKISTAN—Wheel tractors, attachments. Shell Co. (agent), 9/H Motijheel Commercial Area, Dacca-2. WTD 9/69.

35228—UGANDA—Farm dairy machines and equipment, farm poultry equipment, sprayers, other tropical agricultural equipment. Interchange Ltd. (importer, distributor, agent), Cargen House, Obote Ave., P.O. Box 1992, Kampala. WTD in preparation.

353 Construction, mining, materials handling machinery, equipment

35314—PAKISTAN—Power cranes for material handling at sea ports. Shell Co. (agent), 9/H Motijheel Commercial Area, Dacca-2. WTD 9/69.

35316 — ARGENTINA — Batching plant equipment. Mercator, S.A. (agent), Av. del Libertador 1513/35, Vicente Lopez, Pdo. de Vicente Lopez, Prov. Buenos Aires. WTD in preparation.

35319—SOUTH AFRICA—Equipment and machinery for installation, maintenance of railway lines. Rivalland & Son Pty. Ltd. (importer, distributor, agent), 41 Williams Rd., P.O. Box 1562, Durban. WTD 9/69.

354 Metalworking machinery

35410 — SWITZERLAND — Extremely flat built high precision vises made from hardened steel with hardened and exchangeable jaws, approx. 80-100-125 millimeters large, applicable for milling or shaping machines with low operating heights. Hans Enz, Fabrik-Vertretungen (agent), P.O. Box 104, 8700 Kuesnacht. WTD in preparation.

35415—SWEDEN—Lathes up to 6 inches. Bjarko Verktygs AB (BVA) (importer, distributor, agent), Pinjegatan 4, S-213 63 Malmo. WTD 10/69.

35418—SWEDEN—Cut-off machines up to 12 inches. Bjarko Verktygs AB (BVA) (importer, distributor, agent), Pinjegatan 4, S-213 63 Malmo. WTD 10/69.

35451 — SWEDEN — Threading tools, high speed drills. Bjarko Verktygs AB (BVA) (importer, distributor, agent), Pinjegatan 4, S-213 63 Malmo. WTD 10/69.

35482 — SWEDEN — Pneumatic handtools such as flux scaling hammers, impact wrenches, high speed drills, high speed rotary die grinders, turbo grinders, slow hitting hammers (plate working). Bjarko Verktygs AB (BVA) (importer, distributor, agent), Pinjegatan 4, S-213 63 Malmo. WTD 10/69.

355 Special industry machinery

35521 — SWITZERLAND — Machinery for shirt making, apparel, textile industry. SACOM, Attn: Mr. K. Peyer (importer, distributor, agent), P.O. Box 218, 2501 Bienne. WTD 10/69.

35540 — GUATEMALA — Paper industries machinery, parts, attachments. Correspondence requested in Spanish. Joaquin F. G. Schloesser

(agent), 7a. Avenida 3-20, Zona 9, P.O. Box 184, Guatemala City. WTD 9/69.

35540—SWEDEN—Paper industries machinery, parts and attachments. Interested in licensing arrangements. Maskin AB N. A. EIE (importer, manufacturer, engineering), 370 Skebokvarnsvagen, S-12436 Bandhagen. WTD 10/68.

35552—GUATEMALA—Printing trades machinery, equipment, including parts and attachments; for graphic arts. Correspondence requested in Spanish. Joaquin F. G. Schloesser (agent), 7a. Avenida 3-20, Zona 9, P.O. Box 184, Guatemala City. WTD 9/69.

35591—ITALY—Chemical manufacturing industries machinery and plants. Gastaldi CPIC (distributor), Via Gustavo Modena 20, 20129 Milan. WTD in preparation.

35591—SOUTH AFRICA—Equipment, machinery for fertilizer processing industry. Rivalland & Son Pty. Ltd. (importer, distributor, agent), 41 Williams Rd., P.O. Box 1562, Durban. WTD 9/69.

35592—ITALY—Metallurgical industries machinery and plants. Gastaldi CPIC (distributor), Via Gustavo Modena 20, 20129 Milan. WTD in preparation.

35593—SWEDEN—Plastic-working machinery, equipment. Chematex AB (importer, distributor, agent), Djaknegatan 17, S-211 35 Malmo. WTD 10/69.

35594—SWEDEN—Rubber-working machinery; machinery and equipment for ceramic and porcelain industry. Chematex AB (importer, distributor, agent), Djaknegatan 17, S-211 35 Malmo. WTD 10/69.

35595—ITALY—Cement manufacturing industries machinery and plants. Gastaldi CPIC (distributor), Via Gustavo Modena 20, 20129 Milano. WTD in preparation.

356 General industrial machinery

35615 — ARGENTINA — Garbage spraying equipment, accessories. Mercator, S.A. (agent), Av. del Liberatador 1513/35, Vicente Lopez, Pdo. Vicente Lopez, Prov. Buenos Aires. WTD in preparation.

35690—AUSTRALIA—Hose, except rubber, for use in fire fighting; any quantities. J. B. Martin, Managing Dir., AMID Pty. Ltd. (agent), P.O. Box 88, Unley, South Australia 5061. WTD 9/69.

357 Office, computing, accounting machines

35731 — SWEDEN — Electronic computing equipment, especially equipment to be used within hospitals; applicable within the X-Ray systems. AB P. A. Segenmark (importer, distributor, agent), 4 Industrivagen, S-191 47 Sollentuna 1. WTD 10/68.

358 Service industry machines

35852—HONG KONG—Household air conditioners. Zennon (Hong Kong) Ltd. (importer, exporter), 7/F, Wang Kee Bldg., G.P.O. Box 508. Cable: ZENNON. TELEX: HX 386. WTD in preparation.

35857—HONG KONG—Automobile air conditioners. Zennon (Hong Kong) Ltd. (importer, exporter), 7/F. Wang Kee Bldg., G.P.O. Box 508. Cable: ZENNON. TELEX: HX 386. WTD in preparation.

35892—ARGENTINA—Sewage purification equipment. Mercator, S.A. (agent), Av. del Libertador 1513/35, Vicente Lopez—Pdo. de Vicente Lopez, Prov. de Buenos Aires. WTD in preparation.

35892—ITALY—Water treatment equipment. JONEX (manufacturer), Via Gallarate 131, Milan. WTD 9/69.

35892—SWEDEN—Industrial and municipal waste water purification equipment. Interested in licensing. Maskin AB N. A. EIE (importer, manufacturer, engineering), 370 Skebokvarnsvagen, S-124 36 Bandhagen. WTD 10/68.

35892—UGANDA—Swimming pool equipment, mainly filtration plants, for both private and public swimming pools. Interchange Ltd. (importer, distributor, agent), Cargen House, Obote Ave., P.O. Box 1992, Kampala. WTD in preparation.

359 Machinery

35991—SWEDEN—Pistons and piston rings, valves, intake and exhaust, for European made passenger cars. Carl Larsson & Soner AB (distributor, agent, retailer), Odinsgatan 19, S-411 03 Goteborg. WTD 3/69.

Choice of language

Some people—about seven-eighths of them—just do not understand English.

So when you answer an advertiser in these pages who requests replies in his own language oblige him *and* yourself.

Ask the Department of Commerce Field Office for advice.

361 Electric transmission, distribution equipment

36133 — SWITZERLAND — Microswitches. Microprecision Electronics SA (importer, distributor, agent), 1844 Villeneuve. WTD 10/69.

362 Electrical industrial apparatus

36210—GREECE—Generator sets. Requests c.i.f.-Piraeus price quotations. George J. Lambrinides (agent), 15 Aristidou St., Piraeus. WTD 9/69.

36220—SWITZERLAND—Small electrical and electronic controls for industrial application. MERAG, Attn: Mr. A. Reller (distributor, agent), Lanzenen 12, 3800 Interlaken. WTD 10/69.

36321—JORDAN—Household refrigerators, 13 to 16 cubic feet, 220 volts 50 cycle alternating current. Requests via air mail catalogs, literature. C&F prices Aqaba, Jordan and Beirut, Lebanon. Suleiman Tannous & Sons Ltd. (importer, distributor, agent), Wadi Sir Rd., P.O. Box 102, Amman. WTD in preparation.

366 Communications equipment

36612—GREECE—Teletypewriters. Requests c.i.f.-Piraeus price quotations. George J. Lambrinides (agent), 15 Aristidou St., Piraeus. WTD 9/69.

36624 — ITALY — Electronic monitors for automatic remote control of unmanned ship's engines rooms. MARIND, S.r.l. (agent), Riva Nazario Sauro 16, 34123 Trieste. WTD 7/69.

36625 — GREECE — Radar equipment. Requests c.i.f.-Piraeus price quotations. George J. Lambrinides (agent), 15 Aristidou St., Piraeus. WTD 9/69.

36626—SWEDEN—Antennas, circuit breakers, emergency radio sets, communication radio set 200 mW, portable, waterproof, miniature type, for military use only. Sune Huss AB (importer, agent), 76 Storholmsbackarna, S-127 43 Skarholmen. WTD 2/69.

367 Electronic components

36740 — ITALY — Semiconductors. International Foreign Trading Agency (distributor), Via Washington 98, 20146 Milan. WTD in preparation.

36795 — SWITZERLAND — Microswitches. Microprecision Electronics SA (importer, distributor, agent), 1844 Villeneuve. WTD 10/69.

369 Electrical machinery, equipment, supplies

36941—SWEDEN—Ignition cable sets for European made passenger cars. Carl Larsson & Soner AB (distributor, agent, retailer), Odinsgatan 19, S-411 03 Goteborg. WTD 3/69.

36945—SWEDEN—Ignition coils for European made passenger cars. Carl Larsson & Soner AB (distributor, agent, retailer), Odinsgatan 19, S-411 03 Goteborg. WTD 3/69.

36946 — SWEDEN — Distributor parts for European made passenger cars. Carl Larsson & Soner AB (distributor, agent, retailer), Odinsgatan 19, S-411 03 Goteborg. WTD 3/69.

371 Motor vehicles, motor vehicle equipment

37110—ARGENTINA—Motor vehicle street sweepers; vacuum equipment for gathering park refuse. Mercator, S.A. (agent), Av. del Libertador 1513/35, Vicente Lopez, Pdo. de Vicente Lopez, Prov. Buenos Aires. WTD in preparation.

372 Aircraft, parts

37220—GREECE—Aircraft engines, engine parts. Requests c.i.f.-Piraeus price quotations. Leonidas A. Yagdjoglou (importer, distributor, agent), 55 Solomou Street, Athens 141. WTD 8/69.

37230—GREECE—Aircraft propellers, parts therefor. Requests c.i.f.-Piraeus price quotations. Leonidas A. Yagdjoglou (importer, distributor, agent), 55 Solomou St., Athens 141. WTD 8/69.

37291—GREECE—Aircraft parts, auxiliary equipment. Requests c.i.f.-Piraeus price quotations. Leonidas A. Yagdjoglou (importer, distributor, agent), 55 Solomou St., Athens 141. WTD 8/69.

373 Ship building, repairing

37322—UGANDA—Outboard motor boats, particularly light weight power boats, and small craft with flat, transparent bottoms, suitable for underwater observation, tropical seas navigation. Interchange Ltd. (importer, distributor, agent), Cargen House, Obote Ave., P.O. Box 1992, Kampala. WTD in preparation.

37323—UGANDA—Sailboats, canoes, skiffs and dinghies, suitable for tropical seas; flat bottomed craft, designed for submarine observation. Interchange Ltd. (importer, distributor, agent), Cargen House, Obote Ave., P.O. Box 1992, Kampala. WTD in preparation.

381 Engineering, laboratory, & scientific instruments, equipment

38111—SWITZERLAND—Mechanical and

electronic navigational and flight instruments for aircraft; automatic pilots for small aircraft. MERAG, Attn: Mr. A. Reller (distributor, agent), Lanzenen 12, 3800 Interlaken. WTD 10/69.

38112—GUATEMALA—Physics laboratory, scientific and research instruments and associated apparatus and instruments such as furnaces, bunsen burners, autoclaves, scales, torches, sterilizers, mortars, spatulas, etc. F. Krafka & Co. Ltda., Ing. Carlos F. Krafka (importer, agent), 10a Calle 4-54, Zona 1, P.O. Box 94, Guatemala City. WTD 1/69.

382 Instruments for measuring, controlling, indicating physical characteristics

38212—GUATEMALA—Mechanical measuring, controlling instruments, except automatic temperature controls; integrating meters, non-electrical type; hydrometers, thermometers, pressure measuring instruments. F. Krafka & Co. Ltda., Ing. Carlos F. Krafka (importer, agent), 10a Calle 4-54, Zona 1, P.O. Box 94, Guatemala City. WTD 1/69.

38216—AUSTRALIA—Monitors for use in fire detection; any quantities. J. B. Martin, Managing Dir., AMID Pty. Ltd. (agent), P.O. Box 88, Unley, South Australia 5061. WTD 9/69.

38216 — ITALY — Electropneumatic transducers. SELO—Societa' Elettronica Lombarda (distributor, manufacturer), Via G. di Vittorio 307/28, Sesto S. Giovanni (Milan). WTD 8/69.

383 Optical instruments, lenses

38311—SWITZERLAND—Mechanical and electronic instruments for aircraft engines. MERAG, Attn: Mr. A. Reller (distributor, agent), Lanzenen 12, 3800 Interlaken. WTD 10/69.

384 Surgical, medical, dental instruments

38410—SWEDEN—Disposable surgical instruments. AB Forbandsmaterial (distributor, agent), Mellbyvagen 21-23, S-433 00 Partille. WTD 1/69.

38421—SWEDEN—Surgical dressings. AB Forbandsmaterial (distributor, agent), Mellbyvagen 21-23, S-433 00 Partille. WTD 1/69.

38430—SWEDEN—New products within the field of dental equipment, supplies. Gumaelius Maskinaffar AB (importer, agent), 5054 Box, S-102 42 Stockholm 5. WTD 12/68.

394 Toys, amusement, sporting goods

39410—NETHERLANDS—Educational aids and appliances, all kinds, especially visual aids for use in schools, industry. Exclusive representation for E.E.C. countries; also interested in cross-licensing arrangement. N. Samson N.V., Attn: K. W. Jongbloed, Mgr. Purchasing Dept. (importer, distributor, publisher, printer, exporter, mail-order firm), 1 Wilhelminalaan, or P.O. Box 4, Alphen a/d Rijn. WTD 9/69.

39490—NETHERLANDS—Educational appliances and aids, all kinds, especially sporting, athletic goods for use in schools, industry. Exclusive representation for E.E.C. countries; also interested in cross-licensing arrangement. N. Samson N.V., Attn: K. W. Jongbloed, Mgr. Purchasing Dept. (importer, distributor, publisher, printer, exporter, mail-order firm), 1 Wilhelminalaan, or P.O. Box 4, Alphen a/d Rijn. WTD 9/69.

395 Pens, pencils, office, artists' materials

39510—HONG KONG—Ball point pen refills. Fidelity Enterprises (importer, exporter), 189 Sai Yee St., Kowloon. Cable Address: FIDFOODS. WTD in preparation.

399 Manufacturing industries

39913—TANZANIA—Tooth brushes. Exclusive agency for East Africa. Quote c.i.f. Dar es Salaam or Mombasa. Homeworths (importer, distributor, agent), Nyerere Rd., P.O. Box 1343, Mwanza. WTD 10/69.

39961—SWEDEN—Linoleum floor covering. AB Jibe (importer, distributor, agent), Box 401, S-551 02 Jonkoping. WTD 10/69.

39991 — AUSTRALIA — Fixed CO_2 and/or BCF equipment, complete with flood valves and electric equipment, and fixed foam equipment for use in fire fighting; any quantities. J. B. Martin, Managing Dir., AMID Pty. Ltd. (agent), P.O. Box 88, Unley, South Australia 5061. WTD 9/69.

39999—NETHERLANDS—Educational appliances and aids, all kinds, especially visual aids for use in schools, industry. Exclusive representation for E.E.C. countries; also interested in cross-licensing arrangement. N. Samson N.V., Attn: K. W. Jongbloed, Mgr. Purchasing Dept. (importer, distributor, publisher, printer, exporter, mail-order firm), 1 Wilhelminalaan or P.O. Box 4, Alphen a/d Rijn. WTD 9/69.

Leads for Importers

Commodities are offered direct unless specified

343 Heating apparatus, plumbing fixtures

34331—SWEDEN—Oil burners. Intermarket Co. AB (distributor, exporter), 33 Torogatan, S-122 39 Enskede. WTD in preparation.

363 Household appliances

36332—SWEDEN—Ironing machines. Intermarket Co. AB (distributor, exporter), 33 Torogatan, S-122 39 Enskede. WTD in preparation.

36393—SWEDEN—Jet-cleaning dishwasher, manually operated. Intermarket Co. AB (distributor, exporter), 33 Torogatan, S-122 39 Enskede. WTD 9/69.

369 Electrical machinery, equipment, supplies

36930 — FRANCE — Electronystagmographs, attachments and accessories (pendular motion armchairs), electromedical equipment of high quality. Direct exportation or through well-established sales agents. Descriptive literature mailed upon request. "Racia" (Societe de Recherches et d'Applications Electroniques) (manufacturer, dealer, specialist in electromedical equipment), 65-65bis Bd. Pierre-ler; 33- Bordeaux, Gironde. WTD 3/69.

Prequalifications invited by Brazilian company for water equipment

The Companhia Metropolitana de Agua de Sao Paulo (COMASP) is presently engaged in developing the Juqueri Water Supply Project consisting of reservoirs, tunnels, aqueducts, pumping stations and a water treatment plant.

Tenders are to be published shortly for supply contracts for mechanical and treatment equipment for the water treatment plant, which is expected to be in operation by the end of 1970 and will deliver 11 cubic meters per second of water to the Sao Paulo area, with an additional production of 22 cubic meters per second anticipated by 1975.

The distribution system proposes the construction of a large loop around the city consisting of approximately 100 kilometers of pipe ranging in diameters from 0.9 to 2.5 meters, and distribution mains consisting of 500 kilometers of medium diameter pipe and 8,000 kilometers of small diameter pipe. The first stage of the distribution system construction will require a pipe supply contract for furnishing and delivering approximately 65 kilometers of pipe ranging from 0.9 to 2.1 meters in diameter. Pretensioned concrete cylinder pipe, prestressed concrete cylinder pipe, steel pipe and ductile iron pipe will be considered as alternatives. Special consideration will be given to those bid proposals which include a method of financing the pipe supply project. It is expected that bidding documents will be available by the end of the year.

COMASP requires that all bidders be prequalified prior to opening bids. The criteria for prequalification shall be based on legal acceptability, technical capability, and financial stability. Prequalification forms are now available at the following locations: Companhia Metropolitana de Agua de Sao Paulo (COMASP), Ave. Paulista, 1938, 8°, Sao Paulo, Brazil; James M. Montgomery, Consulting Engineers, Inc., 555 E. Walnut St., Pasadena, Calif. 91101 Attention: L. A. Francis.

Prequalification forms must be received by COMASP no later than Nov. 28, 1969, and the prequalification package submitted should weigh no more than 1 (one) kilogram.

Tunisia desires quantities of concrete, asbestos pipe

The Government of Tunisia wishes to buy large quantities of reinforced concrete pipe (Proposal A) and asbestos-cement pipe (Proposal B), to be supplied over an 870-day period. Proposal A calls for the following diameters and quantities of reinforced concrete pipe: 880 mm, 57 kilometers; 600 mm, 5 kilometers; 500 mm, 7 kilometers; and 400 mm, 16 kilometers. Proposal B calls for the following diameters and quantities of asbestos-cement pipe: 300 mm, 10 kilometers; 250 mm, 14 kilometers; 200 mm, 11 kilometers; and 150 mm, 6 kilometers. The bid deadline is Jan. 6.

Tender documents and specifications may be purchased for 150 Tunisian dinars (1 dinar = $1.905) or the dollar equivalent, from the bidletting agency, Societe Nationale d'Exploitation et de Distribution des Eaux, 23 rue Docteur Braquehaye, Montfleury, Tunis, Tunisia.

Future Construction

For maximum assistance to those interested in overseas construction projects, U.S. Foreign Service officers report them as soon as possible, often in early planning stages. Some may not reach completion as originally proposed. In such cases additional information is published as it is obtained.

AUSTRALIA—The Australian Government has announced that it will provide a loan to the Queensland State Government to proceed with plans for a A$200 million (A$1 = U.S.$1.12) **power plant** in the Gladstone/Rockhampton area of central Queensland. Although there are many financial matters to be decided the State Electricity Commission is planning bid specifications.

On the assumption that the power facilities will be available, State Officials are discussing future industrial projects for the area. There have been reports that the project will permit the **exploitation of extensive brine deposits in chemical and related industries; expansion of the present alumina plant in Gladstone; movement into full aluminum production; and processing industries utilizing the gold and copper deposits at Mt. Morgan near Rockhampton and the silver, lead and zinc of Mt. Isa Mines.**

The proposed power plant would be situated near the large coal deposits at Blackwater, Moura and Blair Athol. In addition to the vastly increased amount of electric power becoming available under this project, quantities of industrial water would be available in the region as the city of Rockhampton has just completed a barrage for this purpose on the Fitzroy River.

The central power plant would aid the Gladstone/Rockhampton region. The only industry currently in the area other than mining is the alumina plant in Gladstone and two meat packing plants in Rockhampton. Most of the minerals mentioned above are now shipped to Japan for refining and processing. There are two deep water ports at Gladstone and Port Alma near Rockhampton. The new Rockhampton Institute of Technology is just beginning to offer instruction in engineering and technical fields.

While the above information does not provide sufficient detail for constructive evaluation by American contractors interested in the power plant project or American firms interested in locating in the area, it should serve as preliminary notice of developments in the area for companies who might consider becoming involved.

FINLAND—In preparation for the Helsinki subway the Metro Office of the City of Helsinki has ordered a **twin-car unit for testing purposes** from a group of Finnish companies at a cost of about $400,000. The unit, probably of aluminum, is to be ready by the fall of 1971 in order to test it during winter operating conditions. Based on these tests detailed specifications will be drawn up and international bids invited in 1972.

GERMANY—Schleswig-Holstein Ministry of Economics has announced that **the quary handling facilities in the Port of Brunsbuettelkoog at the mouth of the Elbe will be expanded** to allow processing of 255,000 dwt giant tankers. Schleswig-Holstein has planned to spend a total of DM 82 million (DM4 = $1) for the expanded facilities. The planned construction should be completed by 1972.

According to the Ministry spokesman, the tankers will enter Brunsbuettelkoog with a partial load of 140,000 tons. Therefore, it will not be necessary to deepen the navigable waters as the giant tankers should not have a deeper draught than tankers which are presently entering the Elbe port. Deutsche Erdoel AG (DEA) plans to spend DM 3 million to **increase its tank storage capacity** in Brunsbuettelkoog because of the expected increase in demand for petroleum.

ITALY—The Board of Directors of the Cassa per il Mezzogiorno (Fund for the South) recently approved a project for **constructing an airport at Piano del Mattino** some 3 miles outside Potenza in southern Italy. The expected cost of the new airport will slightly exceed $3.2 million (2 billion Lire) and will be financed by the "Cassa".

Located at an altitude of 2,624 feet (866 mt.) and covering an area of 1,614 sq. feet, the new air facility will be equipped with a runway 3,920 feet in length with provisions for constructing an additional 1,640 feet of runway to accommodate jet aircraft in the future. Current specifications and design of the runway allow for the use of turboprop aircraft of the type "Fokker F 27" capable of carrying from 40 to 50 passengers (depending on freight) and weighing no more than 41,850 lbs. fully loaded.

The air station complex will be centered around a major building serving as an Operational Center with two adjacent units housing the airport facilities and services. A nearby pre-fabricated building will serve the local air club. Recreational facilities will include motel accommodations, a swimming pool and tennis courts.

This airport project is regarded as a major program to implement social and economic development of Potenza and the surrounding area. Together with the Basentana expressway which winds along the Basento river valley connecting the Basilicata area to the Salerno-Reggio Calabria superhighway, the new air facility will contribute to breaking the region's isolation.

Future construction summary available

A quarterly summary of future construction projects abroad, contract award stories and significant foreign government tenders published in the INTERNATIONAL COMMERCE and *Commerce Business Daily* during July, August and September 1969, is available to U.S. firms from the International Liaison and Trade Opportunities (ILTO) Staff, BDSA-541, U.S. Department of Commerce, Washington, D.C. 20230. A pre-addressed mailing label should be included with the request to facilitate processing and mailing.

The summary, which may also be reviewed at any of the 42 Commerce Field Offices, alphabetically lists project summaries by country in five distinct classes: airport, seaport, railroad and highway projects; hydro and thermal electric plant and irrigation projects; hospital, hotel and housing projects; industrial plant projects; and comprehensive development projects. Whenever possible, names of contractors and responsible agencies are cited, as well as original publication dates.

A limited number of copies of the first and second quarters 1969 summaries is also available upon request and will be distributed on a first-come basis.

NATO center wants bids on shipborne computer system

NATO Research Center, Italy, invites bids for the supply and installation of a complete shipborne computer system. The bid deadline is Dec. 8. Only prequalified suppliers from NATO countries are eligible to submit quotations. Bids should be submitted to: North Atlantic Treaty Organization (NATO), Purchasing and Contracting Officer, Saclant ASW Research Centre, La Spezia, Italy.

Terms and specifications are available on a loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230. ★(Telephone: 202-967-2939). A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Building. 450 Golden Gate Ave., San Francisco, Calif. 94102. ★(Telephone: 415-556-5868).

Only U.S. firms certified by the U.S. Department of Commerce are eligible to bid on NATO projects. Interested U.S. firms may contact the International Liaison & Trade Opportunities Staff, BDSA-541, U.S. Department of Commerce, Washington, D.C. 20230.

Wood testing equipment sought by Singapore industry center

The new Singapore Woodworking Industry Development Center intends to issue tenders for wood testing instruments and equipment. The Center wants to find out what type of equipment is available, prices, delivery time, etc., and therefore wants to be contacted by U.S. firms which manufacture instruments for measuring strength, hardness, etc., of sawed timber and other wood products.

Interested firms should contact Jimmy Lim, Woodworking Industry Development Center, Engineering Industries Development Agency, Economic Development Board, 179 River Valley Road, Singapore 6.

New Books and Reports

Analysis of common market nations' laws now available

The second and third volumes in a four-book series aimed at the lawyer working with problems of doing business in the European Common Market are now available from the McGraw-Hill Book Co.

The series is drawn from a study financed by the Ford Foundation and prepared by a group of jurists and economists under the direction of a special committee on the European Common Market of the Association of the Bar of the City of New York. The first three volumes, *Business Regulation in the Common Market Nations,* were written under the general editorship of Harlan M. Blake, Professor of Law at Columbia University. A fourth volume, *Common Market and American Antitrust: Overlap and Conflict,* to be published next January, was edited by James A. Rahl, Professor of Law at Northwestern University.

Volume 2, published Oct. 24, describes and analyzes the law of France and Italy dealing with restrictive trade practices and the exercise of market power. The laws are stated within outlines that are especially meaningful and useful to those familiar with the U.S. antitrust laws.

Volume 3, published Nov. 3, examines the same components of the law of Germany. Volume 1, published last March, dealt with the law of Belgium, The Netherlands, and Luxembourg. Volume 4 will deal with the antitrust laws of the European Communities and the United States.

Individual volumes of the series are priced at $32.50. The complete set is priced at $110.

Write: McGraw-Hill Book Co., 330 West 42nd St., New York, N.Y. 10036.

***Africa 69/70.* Published by Africana Publishing Corp., New York. 1969. 445pp. $9.50.**

A combination year book and basic compendium, this attractively laid out work constitutes a comprehensive—yet succinct—reference volume on the continent of Africa. Written in English, it has been compiled by the editorial staff of *Jeune Afrique,* a French magazine specializing in African coverage.

Introductory articles on the prospects for Africa's economic development in the next decade and by the year 2000 are followed by surveys of outstanding events last year in African politics, economics, culture, and sports. A series of brief articles touches on African tourism (highlighting Tunisia), mining, telecommunications, and the African Development Bank. A piece on the association of 18 African countries with the European Common Market suffers only slightly from having been written prior to renegotiation of the convention earlier this year.

Twenty-one projects under way or planned in as many countries—agriculture, mining, electric power, economic infrastructure—are summarized in a separate section of the book. Again, though, recent developments affecting some of the projects are not covered. Current activities in Africa of the World Bank Group are also examined in some detail.

The last half of the volume comprises separate basic-data summaries on all 42 independent countries in the continent, including the two newest ones—Equatorial Guinea and Mauritius. Slightly more detail seems to be lavished on the former French territories. A feature of the book is the excellent series of full-color economic-activity maps accompanying each country presentation. The majority of the data are current through 1967 or later.

Write: Africana Publishing Corp., 101 Fifth Avenue, New York, N.Y. 10003.

***The Algerian Market.* Published by *Marche Tropicaux et Mediterraneens,* Paris. 1969. 128pp. $7.20.**

U.S. business firms will find this recently published English-language edition extremely useful in gaining new insights into sales opportunities in this $694 million market, Africa's second largest in 1968. This special issue published by the well-known French weekly business journal *Marche Tropicaux et Mediterraneens,* covers background information on the Algerian economy, the export markets for Algerian mineral and agricultural products, the Algerian domestic market for capital and consumer goods, and tourism.

Also included at the end are names and addresses of Algerian Government ministries, state-owned industrial corporations, and government boards and agencies. A limited number of copies of the issue are available on loan from the Africa Division BIC-884, U.S. Department of Commerce, Washington, D.C. 20230.

The issue may also be purchased by remitting $7.20 to the *Marches Tropicaux et Mediterraneens,* 190 Boulevard Haussmann, Paris 8, France.

INTERNATIONAL MARKETING INFORMATION SERVICE

Latest IMIS reports are:

Exhibitors Export Market Guide *(for Trade Center Shows): Mexico City, Mexico*—U.S. Printing & Graphic Arts Solo, April 20-25, 1970, IMIS—69-84. 10 cents.

World Markets for U.S. Exports: Food and Packaging Machinery in Mexico, IMIS—69-129. 10 cents.

IMIS reports are available from Commerce Field Offices or from Sales & Distribution Branch, Room 2119, Department of Commerce, Washington, D.C. 20230.

***Overseas Business Reports.* U.S. Department of Commerce. Washington, D.C. 1969. $16 per year ($5 additional for overseas mailing), 15 cents per copy.**

Basic Data on the Economy of Sweden. OBR 69-51. 17 pp. The contents of this report includes the following: general information—geography, population and government; structure of the economy; industrial sectors—agriculture, mineral resources, manufacturing, construction, power, transportation and communications; labor force; finance—currency, banking system, government budget, investment, balance of payments; foreign trade—importance to the economy, trade pattern, trade with the U.S.; and an outlook for the economy.

Write: any Department of Commerce Field Office or Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

***Ninth Annual Report of the European Free Trade Association: 1968-69.* Published by EFTA, Geneva. 52pp. Free.**

The report covers the year from July 1968 to June 1969. In trade, the report points out that exports by the EFTA countries to one another are now running at a rate two and a half times that of 1959, the year before tariff cutting in the free trade area began.

As well as giving a detailed account of EFTA activities, the report also includes a commentary on trade and economic developments in the free trade area.

Write: European Free Trade Association, Information Office, 711 Fourteenth St. NW., Washington, D.C. 20005.

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Calendar *for international traders*

BALTIMORE — Nov. 12 — Final of six consecutive Wednesday International Marketing Workshops, University of Baltimore, 7-9 p.m. Sponsors: Commerce Field Office, Maryland Port Authority and REEC in cooperation with University of Baltimore.

BOSTON — Nov. 13 — Trade Winds Round Table Seminar, 4 p.m., and Trade Winds Dinner Meeting, 5:30 p.m., International Center of New England, Anthony's Pier 4 Restaurant, 140 Northern Ave.

CHICAGO—Nov. 10—Principles and Techniques of Exporting, 1848 LaSalle Bank Bldg., 6-8 p.m. Sponsor: International Trade Club of Chicago.

CHICAGO—Nov. 13—International Trade Club of Chicago, luncheon meeting, Pick-Congress Hotel, 12 noon. Special Interest Seminar on Financing of International Trade, 2-4 p.m.

CHICAGO—Nov. 19—Chicago Midwest Credit Management Assn., Bismarck Hotel.

CHICAGO—Nov. 21—International Account Marketing Assn., Chicago Athletic Club.

CINCINNATI—Nov. 12—Third Annual Export Trade Workshop, third of seven consecutive Wednesday sessions, University of Cincinnati. Sponsors: Commerce Field Office, REEC, University of Cincinnati.

DETROIT—Nov. 18—Export Seminar, 445 Federal Bldg., 9:30 a.m. Sponsor: Commerce Field Office.

DETROIT—Nov. 19-21—51st Annual Meeting of the American Standards Institute, "Dynamics of Standards Application," Statler Hilton Hotel.

HONOLULU—Nov. 19—Export-Import Workshop, 286 Alexander Young Bldg., 10 a.m. Sponsors: Commerce Field Office, SBA.

HOT SPRINGS, ARK.—Nov. 11-12—Export Consultation Program, Annual Meeting, Arkansas State Chamber of Commerce, Arlington Hotel. Sponsors: Commerce Field Office, REEC, Arkansas State Chamber of Commerce.

INDIANAPOLIS — Nov. 11 — Fifth of ten consecutive Tuesday International Trade Seminars, Purdue University, 8-10 p.m. Sponsors: Commerce Field Office, Indiana Chamber of Commerce, World Trade Club of Indiana, Purdue University, Indiana University.

KANSAS CITY—Nov. 11—Seminar for Exporters, Top of the Tower, 911 Main, 6 p.m. Sponsors: Commerce Field Office, REEC, International Club of Greater Kansas City.

KANSAS CITY—Nov. 13—Export Documentation Workshop, Federal Office Bldg., 2-4 p.m. Sponsors: Commerce Field Office, REEC.

LIBERAL, KAN.—Nov. 18-19—Fifth Annual Pipeline Operation and Maintenance Institute and Exhibit. Sponsor: The University of Kansas Southwest Center.

LINCOLN, NEB.—Nov. 20—Export Market Development Workshop, Chamber of Commerce, 9-11:30 a.m. Sponsors: Commerce Field Office, REEC.

LINCOLN, NEB.—Nov. 20—Export Documentation Workshop, Chamber of Commerce, 2-4:30 p.m. Sponsors: Commerce Field Office, REEC.

LOUISVILLE—Nov. 11—20th Kentucky World Trade Conference, Brown Hotel, featured luncheon speaker, **K. N. Davis, Jr., Assistant Secretary for Domestic and International Business, U.S. Department of Commerce.** Sponsors: Foreign Trade Club of the International Center, University of Louisville. Cosponsors: Commerce Field Office, Commonwealth of Kentucky, Kentucky and Louisville Chambers of Commerce, University of Louisville.

MEMPHIS—Nov. 18—Memphis World Trade Club, Sheraton Motor Inn.

MEMPHIS — Nov. 19 — Forum on Brazil, Holiday Inn-Rivermont, 2-8 p.m. Sponsors: Commerce Field Office, REEC, Mid-South Exporters' Roundtable.

MIAMI — Nov. 13 — International Freight Forwarding Workshop, 821 City National Bank Bldg., 9 a.m. Sponsors: Commerce Field Office, REEC.

MINNEAPOLIS—Nov. 13—Eighth Annual Export Trade Workshop, fifth of six consecutive Thursday sessions, Federal Courts Bldg., Rm. B-29, 7-9 p.m. Sponsors: Minnesota World Trade Assn., with the cooperation of the Commerce Field Office.

NEW YORK — Nov. 13 — Overseas Automotive Club, Inc., Summit Hotel, reception 12 noon, luncheon 12:30 p.m. Chairman: Robert J. Menne, vice president, Muller & Phipps (Asia) Ltd.

NEW YORK—Nov. 14—FCIB Drug, Chemical & Food Export Club, Annual Meeting and Election of Officers, Copacabana, business session 6:30 p.m., dinner 8 p.m.

OMAHA—Nov. 18—Seminar for Exporters—Latin American Trade, 8:30 a.m.-2:30 p.m. Sponsors: Commerce Field Office, REEC, SBA, Midwest International Trade Assn., Braniff International.

OMAHA—Nov. 19—Export Documentation Workshop, Chamber of Commerce, 9-11:30 a.m. Sponsors: Commerce Field Office, REEC.

PHILADELPHIA — Nov. 18 — Export-Import Course, first of 26 consecutive Tuesdays, Academy of Advanced Traffic, 6-10 p.m. Instructor: Stanley Kaplan, vice president, John H. Faunce, Phila., Inc., tuition, $195, plus $20 enrollment fee for non-members. Contact: William J. Guest at LO-3-3061.

PHOENIX—Nov. 20—Export Workshop, 5413 Federal Bldg., 10 a.m.-12 noon. Sponsors: Commerce Field Office, REEC.

ST. LOUIS—Nov. 18—"Show You" Export Workshop on Documentation, Conference Room, Federal Bldg., 2 p.m. Sponsors: Commerce Field Office, World Trade Club, Chamber of Commerce.

ST. LOUIS—Nov. 20—Monthly World Trade Club Dinner Meeting. Bel Air East Motor Hotel, 6 p.m.

SEATTLE—Nov. 10—"Banking and Insurance for Exporters," 8021 Federal Office Bldg., 10 a.m.-12 noon. Sponsor: Commerce Field Office.

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